

INDIA'S FRONTLINE IT MAGAZINE

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Director Channels  
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# VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

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VOLUME XXIV

ISSUE 02

OCTOBER 2022

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### NPCI partners with Worldline to bring Indian Payment Services across Europe

Global payments services provider Worldline has joined hands with NPCI International Payments to expand the acceptance of Indian payment across Europe. NPCI International Payments is the international arm of the National Payments Corporation of India (NPCI) that drives digital payments in India.

As part of the partnership, Worldline will bring more convenience for Indian customers in the European markets by allowing merchants' point-of-sale systems to accept payments from UPI, as well as RuPay. Currently, the Indian customers pay through international card networks.

In a joint statement, the two entities said that the hugely popular UPI allows multiple bank accounts to be accessed through one single mobile application, which in turn, will enhance customer experience whilst opening up new business prospects for merchants.

### WhatsApp suffers massive outage

Meta-owned instant messaging platform WhatsApp faced a major outage recently, when the app went down for almost two hours, leaving millions of WhatsApp users across the globe unable to send or receive messages.

WhatsApp Web, the apps web client which is used by many on their desktops and laptops, was also hit by the outage, but services for the web client have also now been restored. During the outage, anyone trying to use the client was met with a connectivity error. Several users also reported that they thought there was a problem with their internet connection before checking on Twitter that WhatsApp's services were down.

The outage affected both personal chats as well as group chats.

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# CHANGING DYNAMICS OF PC DEMAND IN THE COUNTRY

The overall PC market which consists of desktops, notebooks, and workstations is stable in India. During the first wave of the pandemic, the demand for laptops arose from the need to move from “one PC per home” to “one PC per person”. The second wave of the pandemic saw demand accelerating as organisations and consumers were compelled to adapt to remote work, online education, and other day-to-day requirements.

The PC market has gone through an amazing growth trajectory over the last 18 to 24 months. The India PC market actually shipped around 4.3 million units only in calendar Q1 of 2022. If you compare in terms of just growth rates, the commercial PC segment, over year terms grew more than 40 per cent. The growth was attributed to the hybrid way of working, which means companies will have to do a refresh of their existing installed base.

The recent quarter shows, most of the PC makers including HP, Dell, Lenovo and Microsoft experienced business declined in double digits, whereas the worldwide PC shipments were down 19.6%. Total shipments of desktops and notebooks fell 18% to 69.4 million units, as existing weakness in the consumer and education segments was exacerbated by more cautious IT spending by businesses.

The PC vendors are facing the hit by rising PC part pricing, supply and logistical issues, and moreover, as the employees are returning to office, now those laptops are returned to the company, hence there is a surplus of PCs with the organisations, this is also the reason for no bulk purchase from the corporate world but the surprising part is Corporates must acknowledge the increased sales during the pandemic and made huge profit from the crisis. Tech giants have reported soaring profits as consumers upgraded their devices and sought cloud storage during lockdowns.

Secondly, back-to-school PC purchases also showed disappointing results, despite massive promotions and price drops, due to a lack of need as many consumers had purchased new PCs in the last two years. On the business side, geopolitical upheavals, such as the war in Ukraine, and economic uncertainties led to more selective IT spending, and PCs were not at the top of the priority list.

As per Canalys, adverse macroeconomic and industry factors including high inflation, rising interest rates and bloated channel inventories have dented the PC market’s momentum and are likely to persist into 2023. Notebook shipments suffered the most, posting a year-on-year decline of 19% with 54.7 million units shipped. Desktop shipments proved more robust due to less reliance on consumer spending, falling 11% year-on-year for a total of 14.7 million units. Lower spending in the education sector is a major factor in PC shipments — including tablets — falling 14% to 105 million units in the second quarter of 2022.

Total shipments of desktops and notebooks fell 18% to 69.4 million units, as existing weakness in the consumer and education segments was exacerbated by more cautious IT spending by businesses. PC manufacturers are banking on gaming PCs to prise open new markets across the country. India is the fastest growing games market in the continent and is on track to become a \$1-billion market for video games by 2025. As a result the demand for gaming laptops among students and young working professionals witnessed increasing. In the last few years, India’s online gaming business has expanded dramatically.

During the challenging times, the online sales, which is purely driven largely by price points, offline sales was driven by experience. Brands are now focussing on their own website stores where they can bundle accessories and get good traction, and pull traffic which will build a base for future sales.

Going forward, the gaming ecosystem is expected to grow further with competitive esports tournaments on the rise, the gaming laptop segment is going to be an exciting space in the country.



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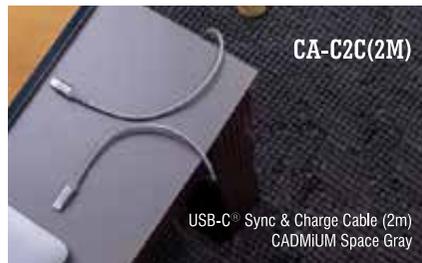
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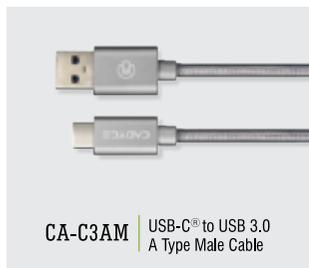
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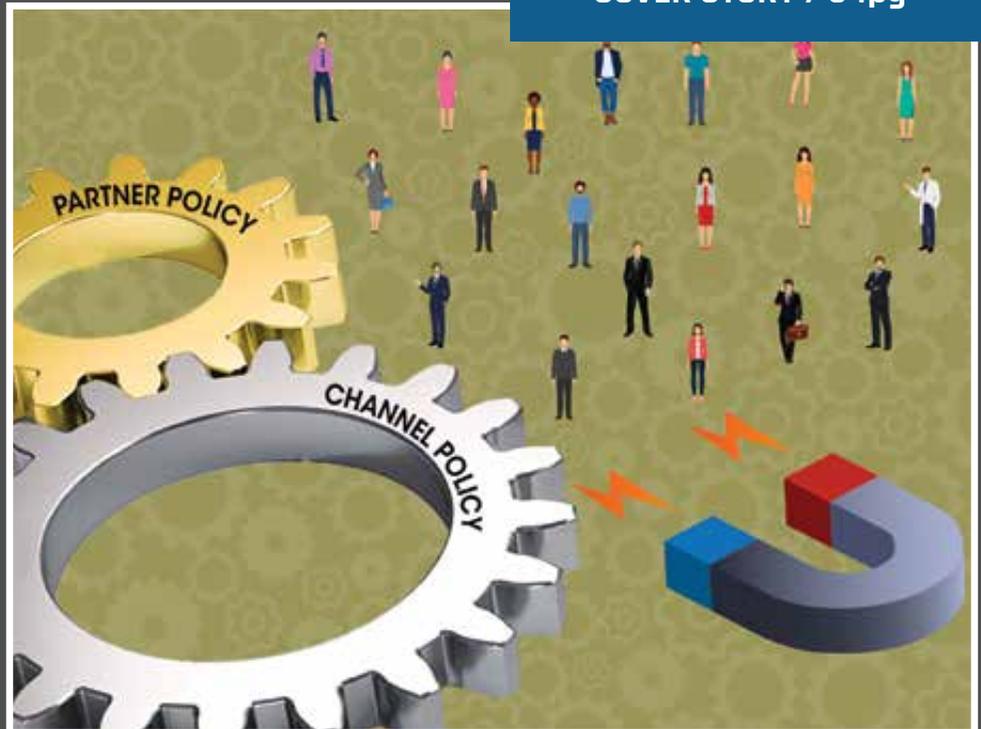
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# EnGenius AI powered product portfolio helps visualize networks

In a chat with VARINDIA, Anurag Singh, Director Channels, EnGenius Networks talks about the company, its product portfolio, focus verticals, clients etc.

## Kindly brief us about EnGenius.

We take pride in stating that EnGenius pioneered long-range, high-powered wireless communications and radio frequency (RF) solutions in the early 1990s. Today, that legacy continues through its broad portfolio of business-class networking and telephony solutions. As a leading global manufacturer, EnGenius maintains high quality control standards over its products and suppliers to ensure customers enjoy top performing solutions with enhanced features at an unmatched value.

Our offering encompass networking technologies where the EnGenius' portfolio of networking solutions includes a comprehensive line of On-Prem and Cloud-based wireless Solutions managed, Gigabit Switches, Multi GiGa Switches, Fibre Switch and Security Gateways that deliver long-range connectivity, robust feature sets, and versatility for class-leading price/performance value.

## Kindly provide an overview on your Cloud portfolio.

Our Cloud portfolio is powered by Artificial Intelligence (AI) that helps visualize networks.

Our Enterprise Cloud's robust and advanced cloud computing infrastructure helps to work smart on the network with important analytics and visualization.

We also offer Smart Cloud powered by AI Computing where AI enables EnGenius Enterprise Cloud to predict issues before they occur and provide accurate recommendations to proactively improve performance. EnGenius Enterprise Cloud's Advisory Dashboard uses AI to continuously analyse networks and report potential problems,



often before issues occur.

EnGenius Enterprise Cloud is built on top of the most advanced cloud computing technology. Scalable and AI-ready, the robust and dynamic cloud-computing infrastructure helps to work smart on the network with important analytics and visualization tools.

It helps to experience unprecedented ease and efficiency in network management. From deployment to monitoring and troubleshooting, the end-to-end Cloud Solution helps to achieve more.

We also have brought to the market a next-generation True Enterprise Cloud for high stability and scalability with an advanced Server-less Enterprise Cloud Infrastructure that ensures that enterprise are no longer tethered by server boundaries.

Our FaaS which is Function-as-a-Service provides Dynamic Allocation where each function has its own scalability and works together seamlessly offering 99.99 SLA guaranteed reliability. With us the network is always available and one can easily manage multiple sites without the need for costly site visits or onsite support.

## Kindly elaborate on your Wi-Fi and Network portfolio.

Our portfolios deliver vast depth and breadth in terms of offerings. The AI-Driven Enterprise Cloud for Smart Networking offers the following Product Portfolio:

- Wireless On Premise/Private Cloud
- Wireless EnGenius Enterprise Cloud
- Hybrid Switches Multi GiGa Switches in option of 2.5G/5G/10G, fibre switches with SFP/SFP+
- Security Gateway with 2.5G Ethernet Interface on both WAN and LAN
- Wi-Fi-6 enabled Indoor, wall plated & Outdoor Access Point
  - Wi-Fi-6e Triband enabled Access Points
  - Security AP with WIPS & BLE enabled

For medium and large enterprises who need to easily and securely manage their wireless networks without servers, EnGenius Enterprise products offer quick installation and configuration that provides reliable performance, predictive analysis and real-time insights to enable companies to focus



on growing their business.

The EnGenius Enterprise Cloud Managed Devices boast the latest business tech and a reliable switching platform. EnGenius Enterprise Cloud delivers a versatile line of high-performance managed network devices, including future-proof Wi-Fi 6 AP models and Gigabit PoE switches with SFP/SFP+ options. User gain management at fingertips with easy device deployment, visualized monitoring, and alerts for abnormal network activity available within an intuitive mobile app. Precise troubleshooting with graphical tools provides real-time and historical visibility of network devices. Users can remotely manage device firmware and coordinate repetitive updates with scheduled maintenance. Here updates happen simultaneously for distributed devices thus saving time and avoiding downtime and risk.

## What are the focused verticals for EnGenius? Also name some of your customers.

While our offerings are broad-based for most horizontals and their subsequent verticals, our focus has been on Enterprise, Healthcare, Hospitality, Education, Manufacturing, Sports and public venue State, local Government and retail. Some of our Key customers are Club Mahindra Resorts, Tata Steel, eMudra, Happlio, CSC, Tata Communication, Punjab Police, Assam Education Department, GM Vidya Niketan, Novotel Hospitality Group, ACKO General Insurance, Vedanta Ashram, Dharamshi security and many more in the offing.

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## Ingram Micro focusing on aiding SMBs and SMEs in maximising and enhancing their potential in India's digital economy

Ingram Micro delivers a full spectrum of global technology and supply chain services to businesses around the world. The company has a deep expertise in technology solutions, mobility, cloud, and supply chain solutions enabling business partners to operate efficiently and successfully in the markets they serve. Ingram Micro always stays ahead due to its unrivaled agility, deep market insights, and the trust gained from customers. In a chat with VARINDIA, **NAVNEET SINGH BINDRA, SENIOR VICE PRESIDENT & COUNTRY CHIEF EXECUTIVE, INGRAM MICRO INDIA** points out the key initiatives, plans to help SMBs etc.

### What are the key initiatives undertaken by the organization for Digital Automation?

Digital transformation and automation can increase the efficiency of existing processes and drive change by creating or unlocking new value for customers.

Ingram Micro has digitally transformed the ability to have an impact on a wide range of business operations and marketing initiatives.

- IMEcom - an award-winning Ingram Micro E-Commerce B2B portal at CRN Summit 2021, is a great opportunity for B2B partners, specially designed to offer 24x7 access to a wide spectrum of technology products.
- Ingram Micro XVANTAGE is introduced at this year's Cloud Summit, is a single pane of glass for resellers to interact with us, including hardware and software sales, managing customer subscriptions, accessing marketing and training resources and working with Ingram. With the heavy use of artificial intelligence and machine learning technologies, the goal is to go beyond what's previously been possible with partner portals.
- CRM, B2B2C, IMlink and Digital Workforce Transformation were the few things where we did a lot of work with the support of our customers, vendors and associates and all the external stakeholders to expand the market visibility around all ecosystems.
- A unique business model offering Inventory as a Service to our partners, enabling efficiency enhancement by direct deliveries to end customers.
- The Internet of things (IoT) is a versatile, affordable and valuable tool for many industries and certainly one of the largest enablers of responsible digital transformation. Ingram Micro IoT creates value for our partners and customers by being an IoT Solutions Aggregator. Our goal is to simplify IoT by providing a broad range of IoT offerings designed to solve business problems.

### How are you aiming to help Indian SMEs and SMBs stay ahead of the curve by possessing the right digital skills?

SMEs and SMBs are the backbone of the Indian economy. They develop a resilient business model and may break down a significant barrier to digital transformation to adapt and innovate more quickly by enabling real skill development. Increased choice,

flexibility, and convenience enable them to create online training programmes that fill the digital skills gap more effectively. This is crucial for maximising their potential in India's digital economy and enhancing their contribution to inclusive economic growth.

- Expanding our partner program to deliver different values under the new model of partnership. This shifts the efforts to better align with the new needs of partners and customers.
- We provide leading training courses from more than 65 industry leaders through our Professional Services to meet any business demand for education and training.
- We bring Manpower to use digital automation tools to get the right workforce which can prompt employee feedback in a contextual, timely and relevant way. And automatically escalate the results to the right people for action.
- Cloud computing helps SMBs grow and build connectivity infrastructure across India and a mature channel partner ecosystem offering tailor-made cloud services to SMBs, it has become easier for SMBs to bring about a paradigm shift in the use of technology to improve their operations and productivity, in turn enhancing their competitiveness and profitability.
- We assist SME businesses in crafting sales pitches for their customers, as well as educating engineers and obtaining certification. We assist in the creation of solutions that meet the project's needs. POC / Demo is another important area where we contribute to business growth.

### Cloud is becoming more and more important in India parlance, please comment.

India's cloud services market is set to explode, as businesses seek to digitally transform themselves and invest deeply in their Cloud capabilities.

With an eye to the future, Ingram Micro Cloud is launching Global Cloud Growth Solutions - a new initiative with a deepened focus on today's fastest-growing and largest-opportunity solutions areas. These include Modern Cloud Platforms, Seamless Security, Connected Workplace and Business Performance. Together, these pillars and our corresponding solutions, resources and tools form our modernized approach to accelerated growth. Through this initiative, partners have the ability to achieve sustainable success in each segment with targeted insights and appropriate solutions that best fit their business needs.



### Ingram Micro Cloud Marketplace Portfolio categories -

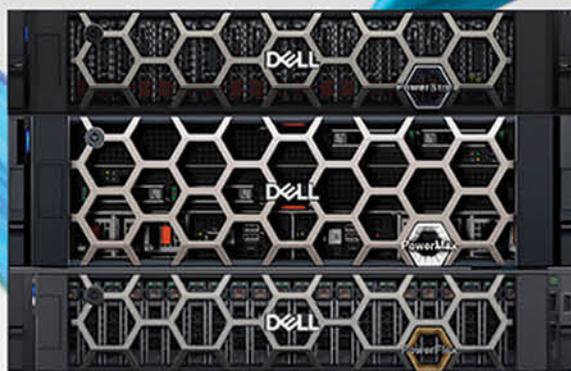
- Security Solutions - Safeguard sensitive data, ensure business continuity, achieve legal and regulatory compliance, and protect critical business systems with cloud security applications.
- Cloud Infrastructure Solutions - Infrastructure software includes cloud solutions for IT, cloud computing platforms, application development, infrastructure as a service (IaaS), hosting, migration services and developer tools.
- Business Applications - Business software includes cloud solutions for IT, document management, productivity, and virtualization tools.
- Communications and Collaboration - Empower teams to work together more effectively and securely while removing geographic limitations.
- Backup and Disaster Recovery - Backup and disaster recovery solutions involve business continuity, archiving and secure access tools.
- Professional Services, Management and Training - Deliver timely, responsive, and effective global customer support. Accelerate technical development, migration, onboarding, and user adoption.
- Digital Solutions - Drive online traffic to the company's website.
- Managed Service Provider Solutions - Connect and create new workflows to enhance productivity. Speed time to revenue and improve service delivery with these cloud-managed services specifically designed for MSPs.

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# IS SEMICONDUCTOR WAR RAGING IN INDIA?



**Asoke K. Laha**  
President & MD, Interra IT

Who is the winner and who is the loser in the semiconductor war today? I am sure my esteemed readers would know the context that I am referring to. I am talking about the ongoing controversy around the recent announcement of the Vedanta - an oil-to-metals conglomerate, and Taiwanese electronics manufacturing giant -Foxconn -to manufacture chips in India, which grabbed the headlines in India. They come together under the umbrella of a joint venture to invest Rs 1.54 lakh crore (US\$20 Billion) in setting up India's first semiconductor plant in Gujarat. The proposed plant will come up in a sprawling 1000 acres in a 60:40 ratio of equity. This perhaps, is the biggest deal in the ICT sector in the country. Reports indicate that out of the total investment of Rs 1,54,000 crore, Rs 94,000 crore will go into setting up the display manufacturing unit and Rs 60,000 crore will be invested in the semiconductor manufacturing facility. The Gujarat government will be obtaining necessary permissions and clearances from the state departments concerned.

It augurs well for Gujarat since the joint venture can turn the state into a major semiconductor hub and that way will create a significant number of gainful employment and other avenues of income to the people. The political undercurrents of the proposed investment apart, the project is the first organized effort of two world-renowned organizations handholding to manufacture semiconductors. The capital outlay needed is huge and the risk factor involved in the investment is very high. The question then boils down to: why have they gone for a tie-up? The rationale is sound: when world-wide there is an increased awareness of acquiring semiconductors from their own reliable sources rather than importing from other countries, why should India play a different game.

If Gujarat is a winner, who is the loser?

The quick answer is Maharashtra, where the project was initially to come up. The state is making hue and cry about the late decision of the joint venture to relocate. But the company sources are waiving an olive branch to the state that it is still contemplating a second plant and assures the loser state -Maharashtra - to fulfil its development aspirations. Whether it is an appeasement or otherwise, only time can tell.

I try to see the move of setting up the large chip making plant from another angle, or so to say, from multiple angles. Foremost, it is bringing a new momentum in the electronics sector in India. India made several attempts to invite investments from global majors time and again. They went flat all the time because of several reasons. Foremost was that nobody came forward to invest in spite of the huge capital subsidy and other incentives extended. A few companies came forward and their interest lasted only for a limited time. Some projects were put on the backburner because of the huge cost involved in setting up the production unit, risk factors like availability of expertise, water, clean environment and a host of other issues. A few companies even suspected whether there would be adequate demand for chips once their production unit comes into stream.

What fascinated me in this tussle between Maharashtra and Gujarat is the stiff competition between two states to attract investments. That is why Vedanta people said that they had not abandoned the proposal of setting up another unit in Maharashtra.

I have a different take on apportioning proposals to various states. Should we not localize such units in one place so that the cost towards building an external ecosystem can be minimised? The advantage of localizing production is that it would give unlimited access to Indian electronic manufacturers to source chips at lesser cost. Presently, they are subjected to the vagaries of constrained supply. As more and more electronic units are coming up due to increased digitization, focus on smart cities, automation etc. demand for chips will be exponential, not necessarily domestically but in the world market. If India has excess chip production of quality conforming to world standards, it could give a boost to chip export from the country, taking its contributions similar to that of the software.

India is not a manufacturer of chips; but has huge capabilities for chip designing. As I understand, we net US\$30 Billion or so annually by way of exporting chip designs to various parts of the globe. Indian chip designers are in great demand and create the most difficult designs. That way the proliferation of chip manufacturing units in the country can create a string of designers and other related staff in the country. Our IITs, IIITs and engineering colleges etc should give a lot more importance to reorienting the curricula for building a team of high calibre

chip professionals and developers. Presently, the manufacturing base in India is zero and chips are imported mainly from countries like Taiwan, China and Japan. Made in India semiconductors could drastically reduce the prices of finished products. For instance, today a good laptop costs Rs 1 lakh. Once the glass as well as the semiconductor chips are available, the same can be priced at Rs 40,000 or even less. This is what the experts claim.

As of now, there is a widening gap between the demand and supply. That is why Chinese companies are diffident in supplying the chips to outside countries. Also, it has unveiled a policy to heavily invest in chip manufacturing spending over trillion of dollars over the next 10 years. Countries like Taiwan, Japan, the Netherlands, South Korea, Vietnam, Russia etc are focusing on chip making to meet their growing domestic demand. What does it mean? The limited rare earth that is available in the world will be split among a few countries making its availability difficult and erratic. Can India put in place a strategy that can source the rare earth from countries where it is available, especially from Africa, Latin America or Myanmar, where such things are available, but mostly controlled by the Chinese.

Most of the joint ventures that are coming up in chip making are with global companies, which have access to rare earth and their expertise and experience would become handy in sourcing the materials. In that bargain, the joint venture partner will have an upper hand in running the company, though the equity participation will be more tilted towards the Indian company. One plus point is that most of the companies, whether they are Tata, Reliance, Vedanta etc. have a strong base and sufficiently capital infused to withstand the pressure exerted by the joint venture partner.

There is a saying that when we act, we should not see only the negative sides. There can be a number of stumbling blocks on the way. That should not deter us from our goal. There is an old business dictum; no risks; no profits. That also holds good for chips making. We should not remain all the time as importers and passive onlookers of development scripted by technology. We must change tracks and bite the bullet. There are examples of dividends when we have taken risk. Car manufacturing for instance. I remember when the first Maruti car rolled out of its assembling centre, the whole body had come completely knocked down. We followed a policy of gradual localization. The results are there to see. There are other domains also that give us the courage to plunge into manufacturing with initial handicaps. Let us hope that chip manufacturing is another avenue where we should not lag whatever may be the hiccup. Let us strive, take risks and reap the benefits. That is the dynamics of growth. The other way, I am afraid, is a defeatist one.

# The future of cybersecurity is cybersecurity as a service.



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## TTBS partners with Google Cloud to offer Google Workspace to SMBs

Tata Tele Business Services (TTBS) has partnered with Google Cloud to offer Google Workspace for Small and Medium Businesses (SMBs). TTBS will offer businesses a single, unified experience for workplace communication and collaboration for their hybrid workforce as they continue to scale and modernize their cloud infrastructure.

TTBS will help businesses drive greater efficiency and market growth with Google Workspace on Google Cloud. Designed to meet every unique business need, Google Workspace streamlines workflows for businesses and employees, helping boost their productivity backed by around-the-clock managed services by TTBS.

With immersive collaboration and deeply integrated product experience at its core, Google Workspace brings together Gmail, Google Chat, Google Calendar, Google Drive, Google Docs, Google Sheets, Google Meet, and more — all built with trusted Google Cloud security and powered by the cleanest cloud in the industry. Google Workspace easily integrates with several other software applications.

## Cisco to build Webex India infra with data centre

Network solution provider Cisco has announced that it has invested in a dedicated India Webex infrastructure and necessary regulatory licenses to accelerate Webex adoption across the country.

The India Webex infrastructure includes a dedicated data centre and is backed by Cisco Secure products and solutions to ensure data privacy and security. The data centre will also allow it to partner with more start-ups, customers, partners, and service providers in India and bring new innovations to market faster.

The Webex infrastructure is also said to lower operating costs, increase technical efficiencies, and enable Cisco to provide India-specific pricing for customers. Daisy Chittilapilly, President, Cisco India & SAARC said, "This is a significant milestone in our endeavour to power hybrid work at scale and speed. As more companies go hybrid, the demand for secure and adaptable hybrid work solutions will increase. With this investment, we are looking to capture a growing market that is expected to reach over \$250 million in India by 2025. With dedicated India Webex infrastructure, we can now offer enhanced performance at a much lower cost to our customers, and empower their move to a successful hybrid working future."

## Ciena to start manufacturing select Routing and Switching solutions in India

In support of the Make in India initiative, Ciena is working with its existing electronics manufacturing services partner, Flex to add additional manufacturing capacity for its Routing and Switching portfolio. Ciena expects to deliver the first of these India-made products to customers early in 2023.

With the introduction of 5G in India, web traffic flows are changing and moving toward the metro and network edge, increasing the need for common routing and switching aggregation platforms. Ciena's move to manufacture in India supports the growing local demand for this specific category of products.

"We see growing interest in our lean, automation-centric routing and switching products because of the rise in 5G use cases and applications that enable video streaming, mobile gaming, and augmented reality. By manufacturing locally, Ciena is bringing these products and supply chain closer to the customers in India, potentially accelerating delivery schedules," said Steve Haley, Global Supply Chain Leader, Ciena.

Ciena has had a presence in India for more than 15 years, including a Research & Development center of excellence with critical intellectual property being developed in India and a growing customer base, including all the local Tier 1 service providers.

## Check Point Software announces new Global MSSP program

Check Point Software Technologies Ltd. has announced a new Managed Security Service Providers (MSSPs) Program that removes administrative burdens and empowers a partner service-led approach. With Check Point's industry-leading prevention-first security operations suite, Horizon, the program gives partners the capabilities needed for comprehensive XDR/XPR, MDR/MPR, events management and SOC certainty, while providing operational peace of mind. The MSSP program allows partners to become more profitable and organizations more secure.



"Rapidly evolving market dynamics are fueling growth in managed security services, and Check Point is dynamically adapting to meet that demand," said Manish Alshi, Head of Channels and Growth Technologies - India & SAARC, Check Point Software Technologies. "We are significantly investing in our new MSSP program, including product features that drive MSSP interest, as well as operational improvements, training, and marketing activities. This allows for higher levels of partner growth and profitability with services-led cyber protection across network, cloud, and endpoints."

## Citrix is renamed as the Cloud Software group

Citrix Systems, Inc. was an American multinational cloud computing and virtualization technology company that provides server, application and desktop virtualization, networking, software as a service (SaaS), and cloud computing technologies. Citrix products were claimed to be in use by over 400,000 clients worldwide, including 99% of the Fortune 100, and 98% of the Fortune 500.

Citrix technology enables service providers to provide Desktop as a Service (DaaS) offerings to their customers, including business apps and desktops.[86] These products include: Worx Mobile Apps for secure email, browser, and document sharing,[94] and Citrix Workspace Suite for mobile workspaces. It was acquired by Vista Equity Partners and Evergreen Coast Capital Corp on September 30, 2022 and merged into TIBCO Software.

The newly formed company Cloud Software Group's website (www.cloud.com) does not provide any details on the combined company's products. It speaks about the management team led by CEO Tom Krause, former president of semiconductor company Broadcom.

## iValue announces its partnership with Arete

iValue InfoSolutions has announced its association with Arete. With this partnership, iValue's customer base can utilize the superior services of Arete and the OEM can find its strong footing in

As one of the largest global providers of cyber incident response services, Arete applies lessons learned from every case they work on, thousands each year, to help businesses, insurance carriers, and law firms make more informed, cyber risk management decisions and reduce the risk of future cyber



breaches. Some of services delivered by Arete are Incident Response, MDR, MSSP and Cyber Advisory Services to effectively manage cyber risk of businesses & has strong partnerships with law firms and insurance carriers who also help businesses manage risk. When clients engage Arete, they gain access to the world's leading cybersecurity professionals, anywhere in the world, within hours and not days, who ensure business resilience of organizations after a cyberattack to quickly mitigate the incident, bring them back to normal state of operation at the earliest & harden their systems and controls to help prevent future disruption.

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TP-Link India wishes you and your family a Happy and Prosperous Diwali Season.

## Qualcomm Snapdragon XR2+ platform to power next generation MR & VR devices

Qualcomm Technologies has announced its latest premium-tier XR platform – Snapdragon XR2+ Gen 1 to fuel the next generation of mixed and virtual (MR and VR) devices, boasting new power and thermal improvements that will allow OEMs to deliver richer metaverse experiences packed into a lighter form factor.

With a new platform configuration enabling better heat dissipation, significant performance headroom has been created to achieve 50% higher sustained power and 30% improved thermal performance. This allows more concurrent multimedia and perception technologies to be utilized simultaneously enabling full-sensory interactions, like creating life-like human expressions in the metaverse without compromising form factor.

The Snapdragon XR2+ platform introduces a new image processing pipeline which achieves less than 10ms latency to unlock superior full-color video pass-through MR experiences. The platform enables concurrent perception technologies, including head, hand and controller tracking, 3D reconstruction as well as low latency video pass-through.

## Oracle MySQL HeatWave is now live on AWS

Oracle has announced that MySQL HeatWave is available on Amazon Web Services (AWS). MySQL HeatWave is the only service that combines OLTP, analytics, ML, and ML-based automation within a single MySQL database. AWS users can now run transaction processing, analytics, and machine learning workloads in one service, without requiring time-consuming ETL duplication between separate databases such as Amazon Aurora for transaction processing and Amazon Redshift or Snowflake on AWS for analytics and SageMaker for machine learning.

“In India, MySQL has been a critical element in the digitization journey of many of the organizations be it Startups, Digital Native, Enterprise & Public Sector. Now, with users of AWS being able to leverage the various benefits of MySQL, all the capabilities of MySQL HeatWave are delivered natively on AWS, so such data transfers and associated high egress fees will no longer be necessary. For users with AWS applications using non-HeatWave implementations of MySQL, they can now upgrade to MySQL HeatWave, without needing to change a single line of code. We are sure that it will pave a way towards an exceptional customer experience,” said P Saravanan, Vice-President, Cloud Engineering, Oracle India.

## Softline strengthens its business footprint in India with acquisition of Value Point Systems

Global IT and digital transformation solutions and services provider, Softline has announced the signing of an agreement to acquire Indian digital infrastructure and cybersecurity solutions & services company Value Point Systems.

The transaction further strengthens Softline’s business operations and capabilities in cybersecurity, digital infrastructure, managed solutions and services in India. Because of this acquisition, which embodies Softline’s strategy and vision for India of “investing in India for India”, Value Point System’s 2,000 local customers will now have access to Softline’s full portfolio of solutions and services.

Value Point Systems with over 30 years’ experience is growing thanks to over 1,200 employees distributed in seven offices across the country. The company has become a leading end-to-end next generation digital infrastructure and cybersecurity solutions provider in India with technology partners such as AWS, Cisco, CrowdStrike, Hewlett Packard Enterprise, HP, Microsoft, VMWare, Zscaler, among others. Throughout the years, Value Point Systems has built a portfolio which today includes six end-to-end solutions and services: cybersecurity, data centre modernisation, network transformation, cloud transformation, digital workplace, and IT managed services. These solutions will complement Softline’s own portfolio.

## Ingram Micro partners with SonicWall to expand their security services

Ingram Micro India and SonicWall International Ltd. together announced the SecureFirst MSSP Partner Program by SonicWall - Expand your Managed Security Services Portfolio.

SonicWall has designed its MSSP Program to offer a broad suite of cyber defense tools and capabilities to extend end-to-end network security. Ingram Micro will distribute all SonicWall products through its extensive partner network across India, Bangladesh, Bhutan, Maldives, Nepal and Sri Lanka.

Organizations are searching for proactive strategies to defend their IT environments as security threats become more complex. They seek managed security services providers (MSSPs) to offer best-in-class security to safeguard their company and reduce future risk, regardless of whether their environment is in the Cloud, on-premises, or a hybrid. Leveraging SonicWall’s extensive threat intelligence, RTDMI, market-leading product portfolio and award-winning SecureFirst Partner Program, SonicWall has designed the SecureFirst MSSP Program to empower MSSPs with the resources and tools they need to protect their customers while improving their operational efficiency and costs.

## Microsoft goes live with its new Cloud Partner Program

Microsoft’s new Cloud Partner Program has gone live (MCP). The program aims to better align partners’ go-to-market motion with the way customers buy Microsoft products today.

The program was announced in March this year, marking a shift in partnership strategy towards a cloud-first approach with Azure taking centre-stage. Microsoft has unveiled two qualifying levels to better understand a partner’s capabilities including a solutions partner level that is designated based on a partner’s capability score (PCS), which can be achieved on the basis of their certifications, added customers, successful deployments and overall growth.

The legacy silver and gold competency badges are no longer valid and are replaced with six new ‘Solutions Partner’ designations namely data and AI (Azure), infrastructure (Azure), digital and app innovation (Azure), business applications, modern work, and security. These are now available to all partners.



## GIGABYTE forays into the gaming laptop segment with G5 Series

GIGABYTE has announced the launch of the GIGABYTE G5 series gaming laptops in India. Designed to provide the best possible performance irrespective of the workload, the G5 series is equipped with 11th Gen Intel i5 H series processor, 16GB DDR4 3200Mhz memory and NVIDIA GeForce RTX 30 Series graphics card. The laptops will be available in 3 variants, G5 KD, equipped with the NVIDIA GeForce RTX 3060, the G5 MD, equipped with the NVIDIA GeForce RTX 3050 Ti, and the G5 GD equipped with the NVIDIA GeForce RTX 3050. The G5 series laptops are now available on Flipkart starting from INR 68,890 on an introductory offer with Microsoft Office 365 Personal version 1-Year subscription free.

Weighing in under 2.2 kg, the G5 series is designed to be easily portable. The versatile I/O ports make the G5 an easy to build battle station on the go. Additionally, the all-new GIGABYTE G5 series features performance-grade thermal solutions and comprehensive connectivity options further enhancing the users’ gaming experience and offering consistent performance.

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## Panasonic unveils Kairos – the next-gen, live video production platform

Panasonic Life Solutions India launched Kairos – the future of live video processing platform at the “Broadcast India Show” in Mumbai today. The new IT/IP video processing platform offers an open architecture system and aides in live video switching with flexibility and speed of transmission. It also comes with complete input and output flexibility, resolution and format independence, maximum CPU/GPU processor utilization and virtually unlimited ME (Mixed Effect) scalability.

Commenting on the launch, Manish Sharma, Chairman of Panasonic Life Solutions India and South Asia said, “As per industry estimates, the Indian media and entertainment industry is one of the rapidly growing industries across the world and is projected to reach \$100 billion by 2030. Here, new-age technology will be the key enabler to realize this growth and further propel the industry towards digital revolution. Panasonic’s Kairos - the integrated live system has been designed for all evolving, futuristic needs pertaining to both hardware and software. It gives complete creative and operational freedom to broadcasters helping them fast track to the digital ecosystem. And the best part is that the solution is customizable. In fact, the Tokyo Olympics were broadcast using Kairos solution.”

## Nutanix Launches Cloud Clusters (NC2) on Microsoft Azure

Nutanix, a leader in hybrid multicloud computing, announced today the general availability of Nutanix Cloud Clusters (NC2) on Microsoft Azure, extending its hybrid cloud environment to Microsoft Azure dedicated bare metal nodes.

NC2 on Azure offers a seamless hyperconverged infrastructure and unified management spanning private and public cloud environments to accelerate hybrid cloud adoption. NC2 on Azure enables customers to deploy and manage their workloads in their own Azure account and VNet enabling them to keep the operating model simple and consistent between Azure and on-premises.

With license portability of Nutanix term-based software and the ability to leverage all Microsoft Azure benefits, NC2 on Azure provides customers the investment protection and choice to run their workloads in a hybrid cloud environment. NC2 on Azure is now generally available to customers on Azure dedicated bare metal nodes in North America Azure regions, with additional global Azure regions to follow in 2023.

## Dell Technologies expands end-to-end edge portfolio with Project Frontier

Dell Technologies introduces Project Frontier, which will deliver an edge operations software platform, integrated with Dell’s edge portfolio, for customers to more securely manage and orchestrate edge applications and infrastructure for deployments at global scale.

The complexities of edge operations—in locations from manufacturing floors and retail stores to remote wind turbines—are growing as more organizations want to manage and secure data at the source but have limited IT support to do it.

With the amount of data generated growing nine times annually and expected to reach 221 exabytes by 2026, organizations need a simple and effective way to manage and secure the diverse ecosystem of edge technologies.

“We’re seeing exponential growth in applications running at the edge, making edge the next frontier of business transformation—where devices, infrastructure and data come together to deliver real-time insights at scale,” said Gil Shneorson, Senior Vice President of Edge Solutions, Dell Technologies.



## Vertiv announces modular busbar power distribution system for data centers

Vertiv continues with the expansion of its power distribution portfolio with the availability of Vertiv Powerbar iMPB in India. It is a modular busbar system designed to enable seamless, on-demand power upgrades in dynamic data center environments. Available in both copper and aluminum conductor offerings, the Vertiv Powerbar iMPB family features capacities from 160 amps to 1,000 amps and delivers reliable overhead power distribution, with the inherent benefit of also maximizing cooling airflow. The system is ideal for use in almost any size or style of data center, as well as laboratories, distribution warehouses, adaptable manufacturing plants and other dynamic environments. “As more and more devices are added and higher rack densities become commonplace, space is at a premium in today’s data centers,” said Phil O’Doherty, managing director, E&I at Vertiv. “The Vertiv Powerbar iMPB delivers on all fronts with a modular, easy-to-install system that is compact and flexible enough to meet constantly changing demands.”

## Google unleashes new Chromebooks for Cloud Gaming

Google has introduced Chromebooks built for cloud gaming made by manufacturers like Acer, ASUS and Lenovo.

The Chromebooks bring gaming hardware features, access to latest games with cutting-edge graphics through the cloud, and software designed to make gaming fast and easy.

Google brings three new Chromebooks, Acer Chromebook 516 GE, ASUS Chromebook Vibe CX55 Flip and Ideapad Gaming Chromebook from Lenovo.

“Chromebooks have always been known for being fast, secure, and easy-to-use devices. Since their launch more than a decade ago, we have improved their capabilities and expanded the variety of devices for people to choose from,” the company said in its blogpost.

“Today, we are taking that effort a step further by introducing the world’s first laptops built for cloud gaming along with our partners Acer, ASUS and Lenovo,” it added.

The laptops boast features like 120Hz+ high-resolution screens for crystal clear visuals, RGB gaming keyboards (on select models) with anti-ghosting capabilities for added speed and excitement, and WiFi 6 or 6E.

## Palo Alto Networks makes available its autonomous security operations platform - Cortex XSIAM

Delivering on the promise to help organizations leverage massive scales of data for their defenses, Palo Alto Networks announced the general availability of Cortex XSIAM, a breakthrough autonomous security operations platform powering today’s modern secure operations center (SOC) and fundamentally changing the way data, analytics and automation are used across enterprise and cloud security operations.

Earlier this year, Cortex XSIAM was made available to a number of top organizations through

the XSIAM Design Partner Program. The design partners spanned healthcare, logistics, design and manufacturing, technology, public sector, and entertainment verticals. The common challenges these organizations face include overwhelming alert volumes accompanied by a high number of false positives, lack of visibility across all parts of the organization, including cloud environments, and excessive manual overhead associated with managing numerous siloed tools.



## Netflix reports 2.4M new subscribers, market cap jumps to \$30B

Netflix bounced back in Q3 after two straight quarters of subscriber losses, which wiped billions of dollars of its market cap. The streaming giant reported 2.4 million new paid subscribers between June and September, causing its shares to skyrocket more than 18%.

According to data presented by AugustaFreePress.com, Netflix's market cap jumped by more than \$30bn after the last earnings report.

Over the years, Netflix has grossed more than \$143bn due to its ever-growing subscriber base. However, after constantly increasing its prices, the streaming giant lost 1.2 million subscribers in the first half of 2022, allowing its rivals to gain ground.

Statista and the company's data show that Netflix had 221.8 million paid subscribers in December last year. At that time, its market cap amounted to around \$260bn. After the streaming giant reported the first shocking subscriber loss in April, its share price dipped to the lowest point in years, wiping more than \$50bn off the market cap.



By mid-2022, the number of people paying for Netflix services dropped to 220.6 million, while the combined value of shares of the streamer plunged to \$77.9bn, a 70% plunge in eight months.

The YCharts data show Netflix's market cap stood at \$95.3bn on October 11, down from \$105bn a month before. But a week after the company reported subscriber growth, its market cap jumped to \$126bn. However, that still shows a massive 52% year-over-year drop from \$267.2bn in October last year.

After a challenging first half of the year, Netflix might be back on a path to reaccelerate growth. Besides gaining new subscribers, the streaming giant also reported better-than-expected revenue in Q3. The company's earnings report showed Netflix grossed \$7.93bn between June and September, missing analysts' expectations of \$7.83bn.

This was the company's second most successful quarter by earnings, following the \$7.97bn reported in Q2 2022. Statistics show Netflix grossed \$23.75bn in nine months of 2022, or 9% more than in the same period a year ago.

## JIP may take over Toshiba for \$16.1 billion

As per news source, a consortium led by Japan Industrial Partners Inc. may take over Toshiba Corp. at a valuation of about 2.4 trillion yen (\$16.1 billion), said people familiar with the matter. It could be Asia's biggest buyout this year.

The JIP-led group plans to provide a cash of 1 trillion yen, while seeking financing of 1.4 trillion yen from banks along with a committed line of credit of 200 billion yen in working capital, said the source.

Toshiba, in its regular meeting with banks including Sumitomo Mitsui Banking Corp. on Oct. 20, informed them that JIP is valuing the company at around 2.4 trillion yen and asked them to give financing support, the people said.

JIP has yet to finalize the equity commitments from its partners, while banks remain cautious about making binding commitments, the people said. Both the consortium led by JIP and a rival group led by state-backed investment fund Japan Investment Corp. will find it hard to meet a Nov. 7 deadline to line up commitment letters, as per a previous report.

The sources also said that considerations are going on and there is no certainty that talks will lead to any transaction. Further adding, they said that Toshiba may also decide to explore certain asset sales instead of a full sale of the business.

## Nasdaq halts IPOs of small Chinese firms over stock rallies probe

Nasdaq Inc has put hold on initial public offering preparations of at least four small Chinese companies while it investigates short-lived stock rallies of such firms after their debuts. It is not clear what action the Nasdaq will take after the probe and whether all or some of the halted IPOs will be allowed to continue.

This comes amid a surge in the shares of Chinese companies that raise small amounts, typically \$50 million or less, in their IPO. These stocks rise as much as 2,000% in their debuts, only to drop in the days that follow, impacting investors who are bold enough to speculate on penny stocks.

Nasdaq started asking questions to the advisers of small Chinese IPO candidates concerning the identity of their existing shareholders, where they reside, how much they are investing and if they were offered interest-free debt so they can participate.

Seven sources who work on IPOs of small Chinese companies said that the stock rallies were caused by a few overseas investors who concealed their identities and snapped up most of the shares in the offerings, creating the perception that the debuts were in demand. As a result, Chinese IPOs in the United States have returned this year on average 426% in their first day of trading, compared with 68% for all other IPOs.

## Google reportedly removes 16 utility apps from Play Store



Google is reported to have removed 16 utility apps from its Play Store which were causing faster battery drain and high data usage on the Android devices. According to McAfee, the removed applications were performing ad fraud by redirecting to web pages in the background to click on ads impersonating a real user.

The removed apps generally perform the basic tasks such as allowing users to scan a QR code and visit the linked website, turn on the device's flashlight, or as basic as a currency converter or a calculator.

The removed apps include High-Speed Camera, Smart Task Manager, Flashlight+, com.smh.memocalendar memocalendar, 8K-Dictionary, BusanBus, Flashlight+, Quick Note, Currency Converter, Joycode, EzDica, Instagram Profile Downloader, Ez Notes, com.candlencom.flashlite, com.doubleline.calcul, com.dev.imagevault Flashlight+.

McAfee found that these applications would download code once they were opened and receive notifications to open web pages without alerting the user, clicking on links and advertisements. This activity would artificially raise the engagement on these ads, which is a form of ad fraud.

Google said that all the applications were removed from the Play Store, and that Play Protect blocks these apps on users' devices. However, McAfee's report suggests that they managed to bypass Google's protections on the Play Store.

## Acer India Launches Predator Helios 300 SpatialLabs Edition Adding a New Dimension to Gaming World

Acer India launches Acer Predator Helios 300 SpatialLabs Edition gaming laptop that brings a gaming fad back with promising results. The new edition gaming laptop is bringing glasses-free, stereoscopic 3D to the world of gaming. It is powered by a 12th Gen Intel Core i9 processor with up to NVIDIA GeForce RTX 3080 GPU.



The Predator Helios 300 SpatialLabs edition comes with a 15.6" display with IPS technology, UHD 3840 x 2160 in 2D mode, and LED-backlit TFT LCD. The laptop is equipped with a Killer DoubleShot

Pro and supports Killer Wi-Fi 6E AX 1675i & Ethernet E2600. It also has the USB Type-C with Thunderbolt 4 and supports power delivery. On the launch of the laptop, Sudhir Goel, Chief Business Officer, Acer India, said, "We are excited to introduce this powerful gaming laptop in India. This laptop is at the top of its class with incredibly high-end technological capabilities created specifically for die-hard gamers and tech experts."

## Seagate announces Lyve Cloud Analytics platform

Seagate Technology has announced the launch of Lyve Cloud Analytics platform, a complete cloud-based analytics solution that includes storage, compute, and analytics, to help Lyve Cloud customers lower the total cost of ownership (TCO) and accelerate time to value with their DataOps and MLOps (machine learning operations). Seagate enables enterprises to activate their stored data in



an open data lake architecture for analytics at petabyte scale, further accelerating time to implementation and innovation, yielding up to

40% cost saving compared to other available offerings in the market. The Lyve Cloud Analytics platform will benefit enterprises in manufacturing and other multi-petabyte data scale industries, including semiconductor, healthcare, retail, energy, and more. The pre-configured full-stack offering in partnership and integration with various leading analytics and computing providers presents enterprises with a smart and out-of-the-box solution to innovate and grow their business.

## Samsung expands its Odyssey line-up with a 55-inch 1000R curved gaming screen

Samsung has launched its first 55-inch 1000R curved gaming screen, Odyssey Ark, thus adding a completely new form factor to the industry-leading Odyssey line-up. Odyssey Ark delivers a 165Hz refresh rate and 1 ms response time, plus an all-new Cockpit Mode and an exclusive controller, the Ark Dial, offering the ultimate window into the world of gaming with unparalleled immersion.

A new frontier in gaming, Odyssey Ark offers incredible cinematic experiences, superior gaming performance, and an interface that offers completely optimized flexibility.

The large 55-inch screen wraps around the user's field of view with its 1000R curvature, filling their peripheral vision, and allowing gamers to view the entire screen at a glance without moving, for an immersive experience. Further, the Cockpit Mode lets gamers experience a new kind of immersion as if they are in a cockpit, especially when enjoying vertical content created for mobiles. This mode enables the screen to rotate with a HAS (Height Adjustable Stand), tilt, and pivot for an optimal screen setup.

## ATEN Advance introduces its PG series of PDUs for server rooms and data centers

ATEN Advance has introduced its latest PG series of PDUs, available in IEC socket configuration, designed with 0U rack housing to accommodate the increasing demand for power to high-density IT equipment in server rooms and data centers. Each PG98330 PDU, utilizing an ARM-Cortex A8 processor is equipped with 30 port outlets capable of running at higher voltages, powers up all connected equipment in less than 10 seconds once plugged in, and delivers the most accurate kWh energy usage data (+/-1%) for better power consumption habits, baselines, and initiative tracking.

### Major features of the solutions -

- **Energy-Saving Relay:** The built-in energy-saving relays can help to save annually around 131.4 kW\* power consumption per 30-outlet PDU unit. In addition, power distribution will remain functional and uninterrupted even when a failure occurs, enabling superior uptime to optimize system reliability.
- **Hydraulic-Magnetic Circuit Breaker:** With the built-in hydraulic-magnetic circuit breaker in place, it helps the electricity supply to be automatically switched off to protect connected devices from getting overloaded or damaged while maintaining stable power distribution.
- **Secure Locking Enhancement:** The outlets can be protected with a secure lock to prevent power cords from becoming unplugged due to vibration or human errors.

## ViewSonic unveils its 24-inch gaming monitor - VX2405-P-MHD

ViewSonic has announced the launch of their latest gaming monitor, VX2405-P-MHD in India. With a refresh rate of 144Hz, 1ms response time, and AMD FreeSync Premium Technology, the IPS monitor offers an incredible and seamless gaming experience.

Rich in features, ViewSonic VX2405 has a sleek, thin bezel display with a minimal design which is perfect for a professional or home gaming experience. In addition, the affordable gaming monitor offers smooth pixel transition and allows gamers a more immersive, faster and precise experience.

The new monitor comes with a full HD display and SuperClear IPS technology that enhances the sharpness and picture quality. Additionally, the mega dynamic contrast ratio of 80M: 1 creates depth in pictures by adding more definition to the screen's darkest and brightest colours.

## Tenable brings a revolutionary Exposure Management platform

Tenable announced the release of Tenable One, a revolutionary Exposure Management platform that unifies discovery and visibility into all assets and assesses their exposures and vulnerabilities across the entire attack surface for proactive risk management.

Tenable One delivers context-driven risk analytics so security teams can move from reactive fire-fighting to prevention. Cybersecurity teams can anticipate and block threats before they can cause damage. The cloud-based platform identifies and assesses assets across the enterprise attack surface to gain a unified view of cyber risk.

The average large organization uses more than 130 cybersecurity point solutions, each with its own analytics and reporting. Discrete tools can lead to duplicate efforts and unintended gaps in security programs. This leaves security practitioners no clear path forward to tangibly reduce risk or succinctly communicate an organization's security posture. With Tenable One, organizations can easily translate technical asset, vulnerability and threat data into business insights and actionable intelligence vital for business decision makers and practitioners. This real-time translation of cyber risk answers stakeholders' hard-hitting cybersecurity questions by providing clear metrics to measure, compare and easily communicate cyber risk.

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## DELTA IT NETWORK

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## MARKET PLAYERS

Delta IT Network was started 25 years ago under the leadership of J.B. Chauhan who is currently the Managing Director of the organization. He started this company with the intention of becoming one of India's leading systems integrators and solutions providers while being customer-centric. The ultimate goal is customer satisfaction and in order to provide the best services to their clients, Delta IT Network currently has more than 200 IT specialists working throughout India.

### The companies under the Delta Group include the following:

1. Delta IT Network is Parent Organization that provides complete IT Infrastructure Solutions.
2. Delta Web Services works in Software Consulting and Development with customers all over the globe.
3. Deltacademy is into Industrial IT Training and Skills Development. This covers the latest technologies to make the youth Industry-ready.

### Lenovo's Contribution to Business Growth:

Delta's go-to brand for any opportunity has always been Lenovo, and they have consistently received the best solutions in accordance with consumer needs. Owing to the partnership with Lenovo as an IT Infrastructure Specialist Partner, Delta is capable of presenting a more extensive range of Lenovo products to the client and develop a stronger value. Over the conventional Market Players, Lenovo's services have provided an advantage to Delta Solutions. Its clientele includes practically every industry, including BFSI, manufacturing, hospitality, pharmaceuticals, education, technology, and government. Still Delta's customers have a requirement for both Infrastructure Solutions Group (ISG) and Intelligent Device Group (IDG) solutions. However, ISG accounts for the majority of their business.

### Digital Transformation:

Better living and environmental conditions are becoming increasingly accessible to consumers as time and technological advancements progress. Each of us can now experience a premium lifestyle and more advanced technologies at a considerably lower cost. This is the kind of lifestyle that makes experiences more feasible with minimal commitments. Majority of the OEMs and Service providers are remodeling their business everything-as-a-service in order to further their digital transformation journey.

Delta is currently one of the top R&D partners for the IITs, Samsung India, Lenovo, Hyundai, and many other well-known brands. They collaborate with various industries and help provide them with cutting-edge tech-based solutions to make their environment Paperless and Cloud Native. In the years to come, Delta aims to close more prospects with Lenovo, which has been a strong association partner for them in their initiatives.



**J.B. CHAUHAN**  
Managing Director  
Delta IT Network Pvt. Ltd.

### Key Lines of Business:

Under the umbrella of Delta, there are numerous enterprises and business divisions. Few of the verticals are mentioned below:

1. IT Infrastructure Projects
2. Cloud Computing and Cybersecurity
3. Education Solutions
4. Collaboration Solutions
5. Server, Storage and Computing
6. Services (FMS, AMC)
7. Software Development and Consultation specializing in Digital Transformation

## Jio to bring 5G to every Indian by Dec 2023

Reliance Industries Chairman and Managing Director Mukesh Ambani announced on Saturday that Jio will bring 5G services to all Indians by December 2023. Addressing the sixth edition of Indian Mobile Congress (IMC) 2022, Ambani said that Jio will ensure that "every village will enjoy 5G services by December 2023, as Jio sets to begin the roll out of 5G.

Reliance Jio will roll out standalone 5G services in select cities in the country by Diwali. To build pan-India true 5G network, Jio has committed a total investment of Rs 2 lakh crore. To begin with, Jio will launch 5G services in four metro cities -- Delhi, Mumbai, Kolkata and Chennai. These will be expanded to other cities and towns in phases rapidly to cover the entire country by December 2023.

"Jio 5G services will connect everyone, every place and everything with the highest quality and affordability. We are committed to making India a data-powered economy even ahead of China and the US," said Ambani.

The three-fold advantage of standalone 5G architecture, largest and best mix of spectrum and Carrier Aggregation technology means that Jio 5G will be able to offer an unparalleled combination of coverage, capacity, quality and affordability.

## Lenovo unveils the latest M10 Plus (3rd Gen) tablet range

Lenovo has announced its latest line up of Android tablets in India. The new Tab M10 Plus (3rd Gen) is designed and built for best-in-class multimedia experience with a powerful processor packed in a compact form factor.

The Tab M10 Plus (3rd Gen) sports a unique dual-tone theme and comes in Storm Grey and Frost Blue colours with a sleek, eye-catching design. It weighs only 465g and is perfect for on-the-go travellers and students studying in a hybrid learning environment. With optimised Reading Mode settings and optional folio case, users can kick back and relax or be immersed in researching something new.

The Tab M10 Plus (3rd Gen) boasts a 10.61-inch 2K IPS LCD display with 15:9 aspect ratio, 10-point multi-touch and 400 nits brightness. The resolution of 2,000 x 1,200 pixels makes it ideal for immersive streaming from top OTT platforms by providing cinematic level quality for up to 1080p. With TÜV Rheinland Low Blue Light certification it helps reduce harmful blue light, so that users can better enjoy binge watching movies or take time studying for hours without straining their eyes. The Tab M10 Plus (3rd Gen) is also among the first in India to support Google Kids Space.

## LTTS and Qualcomm to offer solutions for global 5G private network industry

L&T Technology Services is collaborating with Qualcomm Technologies to deploy end-to-end solutions for the global 5G Private Network Industry utilizing their combined core expertise in the Hi-Tech & Telecommunication domain.

LTTS and Qualcomm Technologies will bring together core competencies in telecommunication solutions and services for the benefit of end-customers in the manufacturing and warehousing/logistics sector. As the demand for a connected world continues to grow rapidly, LTTS engineers are leveraging LTTS' chip-to-cloud expertise to unleash the power of 5G and transform global manufacturing and supply chain processes.

As part of the proposed collaboration, Qualcomm Technologies will engage Private Networks RAN Automation technology for the automation and management of small cells along with pre-integrated PN solutions. LTTS will facilitate end-to-end system integration, design, and implementation of use cases, provide engineering consulting, and deployment services along with edge-to-cloud orchestration and management. Combining their diverse ecosystem strengths, both Qualcomm Technologies and LTTS are now enabling Industry 4.0 solutions for enterprises.

## Ericsson to build India's first 5G standalone network with Reliance Jio

Ericsson has entered into a long-term strategic 5G contract with Reliance Jio Infocomm Ltd. (Jio) to roll out 5G Standalone (SA) in the country. The announcement follows the allocation of 5G spectrum in the recently concluded auctions in India. This is the first partnership between Jio and Ericsson for radio access network deployment in the country.

Jio's Standalone 5G network deployment represents a major technology leap since it modernizes the network infrastructure to deliver a truly transformative 5G experience to consumers and enterprises. Ericsson's energy-efficient 5G Radio Access Network (RAN) products and solutions from Ericsson Radio System and E-band microwave mobile transport solution will be deployed in the 5G network for Jio. All products and solutions are deployed on new-build 5G SA networks, designed to maximize the benefits of 5G to CSPs and their customers – whether individual subscribers or enterprise and industry customers.

## Airtel announces "Always On" IoT connectivity solution

Bharti Airtel has announced the launch of the "Always On" IoT connectivity solution in India. Airtel's "Always On" solution comprises dual profile M2M eSIM which allows an IOT device to always stay connected to a mobile network from different Mobile Network Operators (MNOs) in the eSIM.

The Airtel 'Always On' solution complies with the Automotive Research Association of India (ARAI)'s AIS-140 standard implemented by the Ministry of Road Transport and Highways (MoRTH). It lays down mandatory requirements related to connectivity and GPS tracking capabilities for devices in all passenger-carrying buses, private fleets and other public transport vehicles for tracking, safety and security purposes.

As per law, all registered buses and taxis have to mandatorily install this device. The Government of India recently made it mandatory for vehicles carrying hazardous goods also to have a tracker installed that complies with AIS-140 standards. In addition to these, there are emergency vehicles such as ambulances, vehicles from the mining and construction industry working in remote locations and other mission-critical and intelligent communication use cases which need higher availability and reliability of the network.



## STL 5G Cosmos to help Indian telcos fiberise their networks for 5G

STL has unveiled 5G Cosmos, an optical solution for towers and small cells to lend speed to the 5G rollout. India's fiberisation will increase ~3X to 60 Mn fkm annually. Tower fiberization must increase from ~35% to ~80% to provide high quality 5G services.

Despite the intent and capital availability, India's fibre space is constrained by deployment speed and scale. 5G Cosmos is an Atmanirbhar, patented solution that can solve these challenges and connect every tower, small cell and node. It comprises of -

5G optical network topology design - The design will deliver a highly competent network with enhanced scalability, bandwidth, and reduced latency.

5G optical network topology design - The design will deliver a highly competent network with enhanced scalability, bandwidth, and reduced latency.

Stellar Fibre - This bend insensitive fibre, apt for congested 5G topology, minimises data loss and ensures speed through seamless splicing.

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**THEME : PARTNER PROFITABILITY**

**11<sup>th</sup> Nov** 09:00 AM to 08:00 PM  
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Register Now: <https://varindia.com/2022/sna/microsite/registration.php>

The VARINDIA Star Nite Awards (SNA), is popularly recalled as the DNA of Channel, is an annual event for the VARs, IT channel partners in the country. The event brings together leading technology vendors, distributors, MSPs, solution partners and resellers to discuss on industry trends, forge new business relationships and create business opportunities.

In its 21st edition, we are inviting 150 partners to the Channel Empowerment Session. Followed by the Super Session and VAR Symposium which started from the morning to evening, where they learnt on how to get ahead, stay ahead, and lead their business through the digital revolution. This event is the perfect platform to strengthen partner engagement and business networking.

It is an unique opportunity for vendors and partners to come together in an entirely new way.

**Key Highlights**

Partner Empowerment Session  
Corporate Presentation  
Fire-side - Chat Session  
CMO Leadership Awards  
Channel Chief of the Year 2022

Round Table with IT Associations  
Panel Discussion Sessions  
100 VARs to get Recognized  
3 OEMs to Present Tech Talk  
Channel Leadership Awards 2022

**CHANNEL EMPOWERMENT SESSION**

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\* Entry only by Registration

## Redington brings 'Solar Rooftop Partner Program' to strengthen its Renewable Energy Portfolio

Redington launched the 'Solar Rooftop Partner Program' to accelerate the solar power adoption by homes and businesses. The program will be enabled through the Redington Digital Platform, which will seamlessly connect the processes and industry stakeholders – home & business owners, solar installers, service management, financial institutions, remote monitoring of solar plants, solar EPC & SI and Redington Inventory Management. It aims to engage and on-board system integrators as authorized solar rooftop partners of Redington Solar.

As a part of the program, Redington will help its select set of partners to identify and expand their customer base for solar rooftop plants. It will conduct quick and comprehensive assessments to understand the specific customer requirements and help the partners to cater to the same. Further, Redington will provide the Rooftop Solar Kit. The kits are designed to suit different type of customer requirements in terms of quality and price. Redington has tied up with banks & NBFC's to provide financial assistance to its channel partners and their customers to install rooftop solar plants. It will provide financial assistance to its partners through CUG credit cards and channel finance, and easy EMI based consumer loans to customers. Additionally, Redington will provide the OEM warranty certificates directly to the end customers and assist them for any warranty claims throughout the life of the solar plants. It will also provide insurance to the Rooftop solar plant to cover any potential risk scenarios that are not in the purview of OEM warranties.

Pradeep Srikanthan, SBU Head, Redington said, "We, at Redington, have a strong focus on driving and democratizing the adoption of renewable energy such as solar, across all key markets in India. With the launch of the 'Solar Rooftop Partner Program', we aim to simplify and streamline the process of sale, purchase, installation and maintenance of solar plants on rooftops of home and businesses. This program will empower our trusted network of partners to strengthen their solar business by engaging and acquiring potential customers in an efficient, sustainable and profitable way."



# TAIT



## announces the leadership for 2022-23

Trade Association of India, Popularly Known as TAIT, which is undisputedly India's leading IT Association has elected Champak Raj Gurjar of Maxtone Electronics Pvt. Ltd. as New TAIT President, whereas Mr. Vijay Goel and Parag Shah were elected as Vice President and General Secretary for this prestigious and Leading Association of India.

TAIT was founded in 1996 and since 25 years, have been consistently and tirelessly working to resolve all the challenges that are being faced by their members, including market discipline, Vendor's problems and updating its members on new trends and Growth oriented measures.

IT Veteran Champak Raj Gurjar who is also founder president of FAIITA, Briefed the first board meeting about his priority as Business Growth of Members by collaborating with all like minded Trade Bodies across India and overseas. TAIT Board has worked out programmes for this year.

Taskmaster Parag Shah, thanked TAIT Board on him being entrusted with the job of General Secretary.

## GajShield Infotech promotes awareness against security threats through Channel Partner Meets

GajShield Infotech recently organised a channel partner meeting at The Fern Residency, Hubballi and Brew59, Belgaum. An awards ceremony was organised to recognise the outstanding partners from the previous year.

For GajShield, the Channel partner meets are an excellent opportunity to inform partners about their business goals and strategies for the coming year. It also ensured that Gajshield could reflect on how important the channel partners are and how their work fits into the organisation's broader goals.

# GAJSHIELD

These partner meetings intend to empower regional channel partners and assist them in their quest to deliver differentiated value-add services to the customers. GajShield's partner meetings aim to introduce their regional partners to the diverse range of products and solutions that GajShield now provides. It emphasised the urgent need for flexible security measures to thwart ongoing cyberattacks that use vulnerabilities to target people, communities, and the government.

GajShield's channel partners operate in slightly different ways, so holding a channel partner meeting helps give various partners a chance to network and find out about each other's best practices. These events allow channel partners to create shared experiences and communities, resulting in higher revenue for GajShield and its channel partners.

Sonit Jain, CEO - GajShield Infotech, said, "GajShield Infotech organises these channel partner meets to honour our many channel partners who have supported us over the years. We are thankful to the partners for taking the time out of their busy schedules, and we hope to scale new heights with our channel partners. Building positive relationships in business is one of the most important foundations for the success of GajShield Infotech. Our incentive program ensures that we have motivated and trustworthy channel partners who will go the additional mile to generate higher sales and grow our market reach. Our Channel partners provide us with valuable marketing and sales resources to help grow our business faster."

## Neeraj Agrawal to head COMPASS as the President

COMPASS has brought together the IT fraternity of Eastern India and has been an inspiration for many more associations throughout the nation for the welfare of the industry as a whole and has stepped into 28th Glorious Year, serving the IT Industry.

As per Neeraj, "I am really thankful to all members of COMPASS for electing me as the President of Computer Association of Eastern India (COMPASS) . I assure that we will try to take compass to unprecedented heights with the support of all members, as it goes with the saying, "Teamwork makes the dream work." I am lucky and blessed to have one of the best Executive Team this year who is vibrant , energetic and always proactive to help. We would try to reach out to our members more effectively with statutory, legal and informative information through various modes of communication & seminars."



# NETAPP PARTNER SPHERE WELCOMING THE DIVERSITY OF NETAPP'S PARTNER ECOSYSTEM

Recently NetApp has announced its intent to launch a new partner program in NetApp fiscal year 2024 (FY'24). NetApp Partner Sphere is the evolution of NetApp's industry-leading Unified Partner Program.

The new cloud-focused and services-led NetApp Partner Sphere delivers a flexible path to advancement and growth for all partner sales motions. By consolidating and simplifying multiple programs into one that includes all partner types, business models and routes to market, this program enables partners to evolve their business in the cloud.

The program offers robust training and support to help partners capture cloud market share, brings new validation, recognition and rewards for partners' investments in competencies and services, and the accelerated growth structure allows partners to contribute transformational value to joint customers.

In addition, the program offers simplified, flexible, progressive tiering with clear criteria that partners can follow across objective thresholds. The program's tiers range from Approved, to Preferred, to Prestige, to Prestige Plus – assessing, validating and recognizing partners based on value and competencies, in order to identify the right partners for the right customer opportunities. Benefits and support will grow as partners ascend tiers, with the partners generating the most impact seeing the broadest and most customized benefits, including solution specific marketing campaigns and enablement, proposal-based market development funds, and preferred value-based incentives.

## JENNI FLINDERS, SVP, Worldwide Partner Organisation, NetApp

“I came onboard just over a year ago to redefine partner strategy globally for NetApp. Looking at how our solutions portfolio has expanded, especially as it relates to cloud, we want to create a holistic programme that is stable, flexible, and agile, to be able to incorporate multiple programmes under one umbrella. The expansion of our solutions portfolio is making it easier for partners to engage with NetApp, by giving them a single experience, a single agreement under one programme. NetApp is leading on hybrid multi cloud, from storage and data management standpoint, and the extensive portfolio that we have today, allows us to drive deeper engagement with our partners. We are announcing this programme early and the changes, so it gives our partners an opportunity to really plan and see how they fit into the new programme.

The partner sphere is going to be cloud focused and services led. There are two very important additions that we are making to the programme. The partner sphere is going to help us deliver a flexible path to help partners grow, and now they can expand their offerings to customers with the way they engage with us. We are going to consolidate the different programmes that we have today into a single programme. It is also going to include partners of all business models. Our ultimate goal with this programme is to accelerate growth, and help our partners differentiate through solution competencies. One of the big changes that we are making is we are shifting from today's specialisation over to helping partners build capabilities through solution competencies. And those competencies are going to be aligned to Netapp's key focus areas: hybrid cloud, AI and analytics.”



## GANESAN ARUMUGAM Channel Partner -Head, NetApp India

“NetApp is a global company and most of our hardware manufacturing is done outside India. We have one of the second largest Software Centre, our R&D centre is in India. The most of the work on the software along with the hardware is done in Bangalore itself. Also the services component and the PS are delivered from India. When it comes to the services we also conduct it in terms of that the customers have to buy in INR. So that it may be considered as a ‘Make In India’, some customers or government customers, they look at it as an option.

At the end of the day, customers are looking at the solution, which suits or solves their business issue. We have seen a couple of times where customers came out for it, but none of them meeting the need, they take the exception and go for it. All our government business also granted substantially within India last year, and we see a good channel coming up and the growing customer government business.

We have two or three partners who are part of the advisory board. In a different sense we did our Partner Summit last month, where we got our key partners and took a lot of feedback. That's one thing which we do, which you circle back to our global team. It is more of that on the basis of inputs we have taken from our partners like Binary Global, Hitachi and NTT.”

# SECURITY TOOLS AND A DATA-FIRST APPROACH A MUST FOR A SECURED ENVIRONMENT

From CIOs to boardrooms, the only major concern that enterprises have today is how to secure its data. It has become a topic of discussion among the decision makers as data is the new oil in this digital era.

Earlier, data used to be in a protected network environment so that chances of breaches were also low. But with the pandemic and increased adoption of digitalization, people are accessing critical data outside the protected environment and from various devices. Moreover, the pandemic gave birth to a new mode of work culture - hybrid workforce and this has increased the risk of data breaches manifold.

The global Cyber Security Market Size is projected to reach USD 376.32 Billion by 2029, from 139.77 Billion in 2021, at a Compound Annual Growth Rate (CAGR) of 13.4% during the forecast period. Emerging online e-commerce platforms and the introduction of essential technologies such as the internet of things (IoT), cloud security, artificial intelligence (AI), and others are driving the market. As a result, business and IT leaders are left wondering what cybersecurity solutions they truly need, which ones are redundant, and which ones are complementary.

Talking about the India market, as per IDC, 74% of large enterprises embed IT security in the planning, initiation, and assessments of all new business initiatives. The security market in India, including hardware, software, and services, is projected to be valued at \$2.51 billion in 2022, with the highest market share coming from services, followed by software and hardware, respectively, according to IDC's Worldwide Security Spending Guide, July 2022. India's overall security market is expected to reach \$4.16 billion by 2026, growing at a CAGR of 13.8% during 2021-26.

Let's take a look at the thoughts of industry experts on the importance of cyber security during this cyber security month.

## 'Its time to look inward and identify and close security gaps to build a more resilient future'

**Dr. Rishi Bhatnagar**  
**President, Aeris Communications**

Over the last few years, the proliferation of smart devices and changing customer preferences have led to the evolution of digital transformation. As a result, businesses are increasingly exploring opportunities and high-end capabilities for competitive advantage and growth. However, with the emergence of new technologies such as cloud, artificial intelligence (AI)/machine learning, internet of things (IoT), big data, and other operational technologies, technology risk is continuously elevating. Apart from emerging technologies, even mobile devices carry significant security risks. Mobile apps are often the cause of unintentional data leakage which can have a catastrophic impact on an organization as today's businesses operate through mobile devices. This makes it mandatory for organizations to train their employees to protect the company's digital assets, create a cyber-threat response planning that consists of a plan of action for specific attack scenarios. At Aeris Communications, critical assets and data are safeguarded by a secure and protected network. As a leading IoT solutions & services provider, we believe that a strong security policy can help businesses lower their risk of compromise. It essential for organizations to use effective tools that can identify real-time threat intelligence, apply AI to detect threat pattern, data breaches and anomalies, and automatically initiate a coordinated response across different networks. This holistic approach to a cybersecurity architecture propels a well-knitted integration and increased automation, making it easier for security and IT teams to coordinate and respond quickly to threats in real-time".



## 'Organizations should carry out a thorough risk assessment and ensure that all risks are documented'

**Satya Machiraju**  
VP, Information Security, Whatfix

"With accelerated adoption of the cloud-first model, there has been an exponential rise in cybercrimes. India has seen a major spike in cybersecurity-related threats, with over 6.7 lakh cases recorded so far in 2022. Cybercriminals have now realized that instead of targeting company networks, they are better off targeting users by leveraging the information available on public forums and social media. Phishing and social engineering attacks have increased more than ever before. CISOs need to invest in solutions that help users identify phishing emails and also be cautious about their social media footprint.

Organizations now need to focus on specific training such as secure coding and security hackathons for developers. IT leaders should understand that the targeted attacks will continue to rise and ensure that they invest heavily in user education and enablement towards Cybersecurity.

It is also imperative that before the adoption of any cloud technology, organizations should carry out a thorough risk assessment and ensure that all risks are documented and reviewed adequately. Security teams should augment their existing security controls portfolio with new-age technologies such as Zero Trust, data leakage detection technologies that are more focused towards end-user computing devices, regulate and monitor access to cloud infrastructure and solutions."



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## Data is the fuel to run businesses in the digital transformation era

**Ripu Bajwa**  
Director and General Manager, Data Protection Solutions, Dell Technologies India

"Dell Technologies' Global Data Protection Index report found that 74% Indian businesses saw loss of mission critical data due to a cybersecurity incident as the biggest challenge to digital transformation and 42% of Indian businesses lack the confidence that data can be recovered after a cybersecurity incident.

Threats continue to become increasingly sophisticated and more difficult to detect. Data is the fuel which will run businesses in the era of digital transformation and hence remains a critical asset that must be protected, kept confidential and accessible for deriving insights whenever required. In the coming times, organizations will seek ways to extend data security to remote workers which will lead to the need for strengthening the IT infrastructure. The deployment of next-gen technologies to manage future workloads will become a necessity to ensure data management with industry-leading cyber resiliency.

Password phishing is one of the most common techniques adopted by cyber criminals to infiltrate an enterprise's computer network. Regular password audits and checks are important. Businesses must stress on leveraging a password manager to create strong passwords and store them in a secure location.

Multi-Factor authentication, as well as digital certificates for identity verification and secure communication are excellent ways to keep critical business and personal data protected. Technology is only going to become even more integrated into our daily lives which are a gold mine for bad actors. But, we must not forget that there are simple ways to "Be Cyber Smart" and keep our data safe with passwords. That is until biometric technology becomes more sophisticated and more widely adopted."



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## 'Its time to look inward and identify and close security gaps to build a more resilient future'

**Tushar Haralkar**  
Security Software Technical Sales Leader, IBM Technology Sales, India/South Asia

"In 2022, India's data breach costs increased to 176 million, nearly 25% over the past 2 years, as per the latest Cost of Data Breach report. With organizations becoming increasingly vulnerable to sophisticated cyberattacks, responding fast is vital - whether it's detecting and stopping potential attacks, limiting the window of access to your environment, stemming reputational damage, or restoring critical technology. Businesses have begun to realize that it's time to look inward and identify and close security gaps to build a more resilient future. In today's security environment, a successful program requires the right mix of ingredients due to the constant deluge of attacks and complex enterprise infrastructures. Most security teams today are unknowingly building "less trust" networks -- not zero trust networks. The solution is to turn the tables and look at networks from an attacker's perspective, by treating our network as if it had been compromised and attacked. It is imperative that companies detect, hunt for threats, scrutinize connections and relationships, and rely on AI and analytics. In order to monitor, detect and contextualize dynamic behaviors across hybrid cloud environments, organizations should adopt a zero-trust approach to their security strategy. Leadership in security is important, but a culture of security is what ensures that cybersecurity is embedded in every aspect of your business. In order to ensure the success of any security program, organizations need to educate and test the workforce - from continuous threat monitoring to vulnerability testing, to enhanced cybersecurity capabilities based on AI and Machine Learning. As one of the leading providers of enterprise security solutions, IBM has been helping companies improve their cybersecurity response on a number of fronts. We ALIGN the security strategy to the business, PROTECT identities, data, apps, endpoints, and cloud, MANAGE defenses against growing threats and MODERNIZE. By drawing on IBM's wide array of security expertise and capabilities, we are ready to assist the nation in building a more secure future."



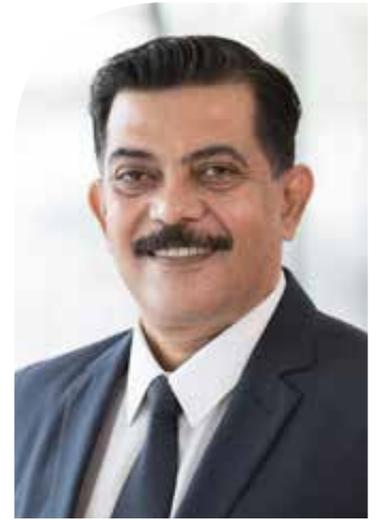
## Security teams need tools that will enable them to quantify cyber risk

**Kartik Shahani**  
Country Manager, Tenable India

“The advancements of cloud, mobility, continuous software delivery, IoT and other modern technologies have resulted in IT environments becoming more complex, distributed, hybrid and difficult to secure. In this new world, cybersecurity organizations continue to struggle with security programs that are reactive and siloed, and with a sprawl of point tools generating mounds of fragmented data that are often impossible to easily correlate and difficult to draw meaningful insights from.

Security teams need to present to the leadership concise, meaningful insights on whether their security solutions are in fact reducing overall cyber risk. For this, they need the ability to continuously assess their vulnerabilities, misconfigurations and user privileges in the context with one another across the entire attack surface. They need tools that will enable them to quantify cyber risk and identify how well their security programs work and how they compare with their peers in terms of cyber exposure. Our Tenable One Exposure Management Platform operationalizes cybersecurity by transcending the limitations of siloed security programs, enabling organizations to understand and assess all assets and associated weaknesses. The data and analytics provided by the platform take the unified view a step further, providing key asset insights – such as how an asset is configured, what’s installed, and who is using it – that enable organizations to predict potential breaches and prioritize vulnerability remediation.

Mobile devices are now an essential part of the corporate network and also an attack vector. Therefore, organizations have the onus to have mechanisms in place to secure the information that can be accessed on mobile devices. An exposure management platform that integrates various domains of security can help organizations construct effective cybersecurity strategies, create awareness about maintaining cyber hygiene among employees and also reduce overall risk.”



## Adaptation of threat hunting for unknown threats and attack behaviours proactively is needed

**Nitin Varma**  
Managing Director, India & SAARC, CrowdStrike India

“It’s that time of the year when we discuss cybersecurity awareness including fundamentals of data sharing and protection because cyberattacks affect our day-to-day lives, our economy and national security by destroying, corrupting, or stealing information from our computer systems and networks. Today, digitization of infrastructure in critical infrastructure sectors allows hackers to exploit unpatched vulnerabilities. Some of the actions that critical infrastructure organizations should take for threat prevention include mapping IT-OT interdependencies, conducting simulations in which organizations rehearse and refine cyber crisis response scenarios, and implementing the required changes to achieve cyber resilience. They need to accelerate the IT/OT convergence with a centralized and up-to-date inventory of all IT, OT and IoT assets, combined with advanced behavioral analytics that helps identify and mitigate potential risks associated with connected devices and networks. Organizations should adopt threat hunting to look for unknown threats and attack behaviours proactively. It allows a more comprehensive view of the threat landscape, enabling them to stay ahead of any attacks. Other points to consider include protecting all workloads, setting unique passwords, adopting zero trust, using anti-virus software and keeping it updated, monitoring the criminal underground, using VPN with multi factor authentication, eliminating misconfigurations, investing in elite threat hunting and building a cybersecurity culture with user awareness programs to combat the continued threat of phishing and related social engineering techniques.”



## A data-first approach model to security required by organizations

**Maheswaran Shamugasundaram**  
Country Manager - India, Varonis

“Organisations are becoming more data-driven, and the security perimeter is much less defined. Organisations have understood that the attackers are going for the data and hence they are slowly changing their security strategy to an inside-out approach rather than an outside-in - a core USP of Varonis. With the new work lifestyle where people can work from anywhere and anytime, access to data through the cloud has become very common and the traditional security approach won’t fit the bill anymore.

Organisations need to keep themselves better prepared and have a predictive ML-back view of the slightest anomalies found in their systems. Organisations need to take a data-first approach model to security and always be on the lookout in this ever-evolving threat landscape.

These days mobile phones are the first thing we look for instead of glasses or a bottle of water in the morning. Our smartphones are an arm’s length away. But have we ever wondered if our phones are safe or if our data on the phone is secured or not? From ordering groceries to paying bills to any kind of bank transaction, everything is done via mobile. All our data is out in the open and this makes security more essential and crucial. While we cannot stop using our phones, we can surely use them wisely and securely by staying informed and taking precautions.”



## “The safest approach is to connect only to WiFi access points that you know and trust”

**Harshil Doshi**

**Director Sales ( India & SAARC), Securonix**

“We are moving towards a digitally advanced economy, which is giving rise to these cyberattacks and affecting every industry, of every size, be it - healthcare, manufacturing, finance, enterprises, or government authorities. It is true that security breaches can devastate even the most resilient businesses, and it is critical to manage risks appropriately in order to secure your infrastructure.

Today, our entire lives revolve around our mobile phones, putting our privacy at risk because the majority of our confidential data is now stored on our phones. However, by staying informed and taking precautions, one can still use their phones safely. Always adjust your device's security settings to limit the amount of data collected by each app, and think twice before installing any new app that requests a lot of permissions. The safest approach is to connect only to WiFi access points that you know and trust, avoiding open or public wifi networks. To avoid falling victim to a phishing scam, always double-check who is contacting you for personal information. Avoid apps that ask for a lot of permissions or any permission related to accessibility. Avoid apps that promise free access to premium content, aren't listed in well-known app stores, and lack a review history. Be more cautious when granting an application access to your contacts or storing sensitive information such as your Social Security Number, date of birth, and so on. Configure multi-factor authentication on your smartphone and use a password manager app to generate and store unique passwords for each account. It is always recommended to download anti-virus programs on your smartphone that can help in detecting malicious apps. Also, keep your smartphone's operating system (Android or iOS) up to date at all times to ensure the best possible protection of your device.”



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## Trend Micro simplifying security and helping to detect and stop breaches faster

**Vijendra Katiyar**

**Country Manager India & SAARC, Trend Micro**

“Data breaches and cyber-attacks have increasingly become a major concern for organisations accommodating digitization. Cyber-attackers are smarter than ever now, frequently morphing their attack methods to stay under the radar of existing cyber defences deployed by organisations. The increase in cyber-attacks against critical infrastructures is usually the result of unguarded assets & a lack of robust detection & response measures across the digital attack surface of an organization - which makes it easier for threat actors to infiltrate an enterprise's network.

Trend Micro's platform-based approach to security, combined with industry-leading XDR capabilities, helps organizations to secure their critical infrastructure. Our unified cybersecurity platform enables vendor consolidation and deep integration with an organization's IT environment, simplifying security and helping them detect and stop breaches faster. Our platform also enables organizations to see the full security picture with native sensors across endpoint, email, cloud, network, and IoT environments across their technology landscape. We combine this comprehensive visibility with capabilities to empower security teams with better response time, contextual alerts, zero trust implementation, and much more. Backed by Trend Micro Zero Day Initiative (ZDI), the world's largest bug bounty program, we help organizations defend against undisclosed threats as well, much before a vendor patch is released. We also provide expert services like managed XDR and incident response to help maximize the effectiveness of our customer's security teams.”



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## F5 Distributed Cloud Services aiding organizations to secure infrastructures

**Dhananjay Ganjoo**

**Managing Director, India and SAARC, F5**

“The tremendous shift towards a hybrid work model and adoption of newer technologies by businesses has introduced new cyber threats. Some of these are cloud threats, API threats, ransomware, supply-chain threats, and more.

With the pandemic hitting the world and bringing a major shift in the way of work, cybercriminals have become more active and vicious. Cybercriminals explore the networks to find vulnerabilities in the application and persuade users to give away their personal information. F5 Distributed Cloud Services can help secure infrastructures by providing an advanced web application firewall (WAF), bot detection, API protection as a service, and protection against DDoS attacks. It also equips its customers with end-to-end observability and real-time visibility into the entire deployment while ensuring security and increased digital experiences.

Mobile devices are part and parcel of our everyday lives. With multiple endpoints, mobile devices are breeding grounds for attackers to steal the personal data of users and exploit it. Therefore, it becomes imperative for businesses to secure their networks, applications, and devices through web application firewall (WAF) solutions. It protects the application by filtering, monitoring, and blocking any malicious traffic traveling into the application and prevents any unauthorized data from leaving the app.”



# DIGITALISATION AIDING TO ACCELERATE USER EXPERIENCE AND BUSINESS MODELS

Today, almost every IT organization uses public cloud, as the businesses require the flexibility and scalability of cloud services to respond to the rapidly shifting and unpredictable economic conditions. Cloud technology allows organizations and individuals to easily access computer programs and other information remotely.

There is a huge difference between digitization and digitalization. However, both the terms are interconnected. Digitalization is transformative. It changes how companies interact with their customers and their revenue streams. But when we talk about digitization, it means turning physical data into digital data.

The security and risk management leaders are handling the recovery and renewal phases from the past two years and they must consider forward-looking strategic planning assumptions when allocating resources and selecting products and prioritizing services and initiatives. Let's see what the industry leaders think about it.

As many companies are keeping their data on cloud, at home, at premises and in personal devices, they are struggling to keep the data secured and meet compliance. Sandeep Sengupta, CISA, Certified Ethical Hacker, Lead Auditor said that they help companies keep their digital infrastructure secure as vCISO (virtual CISO).

Meanwhile, Sanjay Kumar Das, WBCS (Executive) State Information Security Officer, West Bengal & Joint Secretary,



**SANDEEP SENGUPTA**  
CISA, Certified Ethical Hacker,  
Lead Auditor

Dept. of Information Technology & Electronics, Government of West Bengal, describes digital future as a broad term having wide connotation. As the world went from going digital to being digital in the pandemic, it is unclear whether a new existence will arise in the future beyond the realms of digital. He said, "With metaverse bringing the progressive reality into the grasp of common mass, the infrastructure in every organisation would be geared up for technology laden, reality dominated and UX (user experience) verified service-delivery." He also acknowledges the work of the West Bengal Govt for investing greatly in emerging technology, supported by implementable policies and development of a start-up centric ecosystem.

For Arindam Singha Roy, CIO, Information Technology at Adda Group, digital future preparation is not an easy task as a decade old company. He emphasizes on developing digital capabilities in all the activities, people, culture, and structure, which are in sync and aligned toward a set of organizational goals. He quotes, "We adopted digital technology that has transformed processes, talent engagement, and business models which are integrating with digital strategy with the company's overall strategy. With the aid of technologies like data analytics, AI & automation, cloud we started our digital transformation."

Starting their digital transformation journey from 2017 with a 5-year plan, Bibhas Sen Choudhuri, DGM IT at Ambuja Neotia Healthcare Venture states that the company has measured and prioritised the functional requirement where it requires the transformation and gradually implemented the same. Keeping the transformation journey on hold for the financial year 2021-2022, the company fulfilled some sudden requirements at the time of COVID-19. He says, "Now, in current financial terms again we are on track to our digital transformation journey. Upgradation of our major applications from on premises to cloud or on SAS, Next Gen Firewall, Central Backup, Mobile App, all applications are converted to web based and others. These are some initiatives which we have completed."

Talking about the organisation's cloud implementation strategy, Sandeep Sengupta, CISA, Certified Ethical Hacker, Lead Auditor, says, "Our data is mostly on cloud, be it accounting, email, drives,

collaboration, etc." He also says that every organisation uses the cloud infrastructure for easy access and easy backup.

On the other hand, Arindam Singha Roy states that the process starts with designing a cloud strategy that optimizes the business outcomes, including speed, resilience and agility embraced with distributed cloud to enable hybrid cloud architectures. He further explains the process and adds, "Grow public cloud skills internally and consider creative recruiting strategies to bridge the talent gap. Then not all applications and services can be moved to the public cloud. Mission-critical applications ought to stay on-premises. Where some are maintained on-premises on a private cloud, some need to be abandoned as they are no more valuable."

Whereas, Sanjay Kumar Das quotes, "The State Govt of West Bengal has its State Data Centre (WB-SDC) which is Tier-III compliant and presently hosting all critical citizen-centric applications. The WB-SDC boasts of a hybrid cloud with end-to-end virtualisation. It is under continuous augmentation by upgrading its resources and platforms. The Kubernetes powered WB-SDC is capable of scaling on-the-fly. Edge data centres are in the process of being set up at various corners of the State ensuring on-boarding public applications en masse ensuring latency-less citizen services covering the last mile."

With most of its current infrastructure being hosted in cloud, Sen Choudhuri says,



**SAURABH GUPTA**  
Group Chief Digital & Information  
Officer, INOX Towers



**ARINDAM SINGHA ROY**  
CIO, Information Technology  
Adda Group



**BIBHAS SEN CHOUDHURI**  
DGM IT  
Ambuja Neotia



**SANJAY KUMAR DAS**  
WBCS (Executive) State Information  
Security Officer, West Bengal & Joint  
Secretary, Dept. of Information Technology  
& Electronics, Government of West Bengal

“There are few more application like HR & Payroll, IVF Clinic solution which are running on premises at present but we have a plan to move these application in cloud in this financial year or latest by 1st quarter of next financial year.”

Talking about their post pandemic strategy, as a vCISO, Sandeep Sengupta says that they help companies to keep the data safe, satisfy multiple compliance (as per industry), and dispose of data when needed.

Arindam Singha Roy explains 5 points on which the organisation’s security and risk management leaders are working, for constructing a successful digital risk program:

1. On-boarding digital-savvy personnel with fluency in the language of both risk and the business, operating within an agile culture that values innovation and experimentation.
2. Risk will partner with external providers , fraud detection, regulatory reporting, and many other activities. Respondents plan to use industry utilities to deal with regulatory burdens.
3. Sophisticated risk models (for instance, those built on machine-learning algorithms) can find complex patterns (such as sets of transactions indicative of invoice fraud) and make more accurate predictions of default and other risk events.
4. The risk infrastructure evolves to support several other building blocks: innovative data storage solutions, new interfaces, easier access to the vendor ecosystem.
5. Enhanced data governance and operating models to improve the quality of the data, make risk and business decisions more consistent, and ensure responsiveness to risk’s data.

Sanjay Kumar Das considers choosing a harmonious balance between Ease of Use and Security as a conscious choice on the

part of the service-provider. Explaining this further, he says, “Both these are two-sides of the same coin. Until the coin is kept standing on its round-belly third face, and that too with adequate stability, rights of the users will remain compromised. Therefore, the State Govt of West Bengal has put in place Cyber Assurance Programme to ensure 360-degree whereby all public ICT infrastructures are continuously assessed for both Infrastructure Security (ISA) and Web-Application Security (WASA). Besides, internal upskilling by mandatorily training internal developers, coders and scripters in Secure Coding Practices have ensured the number of vulnerabilities are brought down drastically and increase in cyber-assurance quotient is evident.” Talking on the same point, Sen Choudhuri says, “We have started the journey and preparing ourselves for proper ISMS (Information Security Management System), Network audit and to achieve the certification ISO-27001:2013 by 2nd Quarter of 2023.”

Talking about the reason being recognized as a digitally transformed organization, Sandeep Sengupta says, “In this chaotic world of digital insecurity, we help organisations to maintain sanity, while they focus on their core business and grow.”

Arindam Singha Roy says thinks that currently the company is digitally transformed and tech-driven. “We change our operating paradigm, from being manpower-intensive to being technology-centric. From people following processes and supported by technology, to technology following processes and supervised by people. Innovative technologies which is ensuring innovative methods of decision-making, a better quality of life, and much more.”

According to Sanjay Kumar Das, Digital Transformation depends on human resources rather than on infrastructure. He elaborates, “Tools in the hands of fools lead to catastrophe. Therefore, an organisation where human resources are geared up

to accept change, adapt to technology refresh and ever-ready to practice cyber-hygiene truly create a digitally transformed organisation.” Stating transformation as a continuous process, he further says, “The State Govt of West Bengal has been relentlessly making every stakeholder aware and upskill over a spectrum encompassing kids to students to homemakers to professionals to employees to law enforcers to administrators to counsellors to peoples’ representatives. This has ensured that even the marginal farmer receiving a benefit in his account is aware of the basic safeguards to safekeep his hard-earnings. The State as a community is fast approaching a digital existence where security is synonymous with efficacy of service-delivery.” With a vision of adopting new technology to provide better and quality services towards the patients and doctors, Sen Choudhuri says, “As stated above we have started our transformation journey in the year 2017, many things already been done and still the journey going on. Smart ICU, IoT Device Integration, RPA, Feedback automation, ISO certification, IT enabled out-reach clinics are the major projects we are presently working on.”

At last, talking about his organization’s overall digitalization journey, Saurabh Gupta, Group Chief Digital & Information Officer, INOX Towers focuses on: upgrading Backend system which becomes a bottleneck in the Digital Transformation, relooking the Legacy Processes with a FRESH mind, we look forward for a LEAN process and making IT processes agile for faster adoption of technology.

He further comments, “In today’s world, we cannot limit the cloud strategy to one service provider but has to diversify the IT infrastructure in a Hybrid Model (SAAS, Multi Cloud & On-prem). It is important to have a strong Cyber Resillience program in place and have the leadership team trained on managing cyber crisis.”



# Hewlett Packard Enterprise

## TRULY THE PEOPLE'S COMPANY

People are the most valuable assets, and the success of a company is majorly dependent on their workforce being successful. Hewlett Packard Enterprise's engagement with the workforce has strongly positioned itself as the People's Company. Hewlett Packard Enterprise has transformed from a Channel Favorite Company to a Truly People's Company. This is evident with the present and ex-employees who have served/are serving the organization for a very long time. There are several leaders who have already completed 25 years of service and are still going strong.

The leadership of Hewlett Packard Enterprise believes that nurturing their people is critical to their growth. HPE lets their employees know how valued and important they are to their success - in actions as well as in words. VARINDIA got the opportunity to interact with the comrades of Hewlett Packard Enterprise on how their employees feel about the company.

"We don't just help our customers meet their environmental, social, and governance (ESG) goals; we continue to push ourselves and our entire industry forward by improving upon our own. This year we set a new and more aggressive climate ambition to become net-zero across our value chain by 2040, including the use of our products, backed by a clear roadmap and targets. While the transformation ahead is formidable, we are committed to help our customers, suppliers, and our communities successfully transition to a zero-carbon future.

Our approach is to maximize IT compute and storage capabilities while minimizing power, cost, and resource demands. Combined with optimized software, this approach provides our customers with improved efficiency and cost savings.

### The HPE approach to IT efficiency includes -

- **ENERGY EFFICIENCY:** Enabling enterprises to do the most work with the smallest amount of energy possible. This can lower the GHG emissions and energy costs of HPE customers, as well as our own Scope 3 emissions.
- **EQUIPMENT EFFICIENCY:** Improving operational capacity by maximizing compute and storage capabilities with fewer IT assets. More efficient IT infrastructures with high performance and utilization levels translate into significant costs savings from saved hardware and reduced software license and maintenance agreements costs.
- **RESOURCE EFFICIENCY:** Eliminating unnecessary support equipment and personnel requirements. For instance, cooling systems can account for nearly half of total electricity usage in data centers and thus require tailored strategies that reduce cooling needs, implement containment methods, and/or use naturally generated cooling sources.
- **SOFTWARE EFFICIENCY:** Using software to optimize performance and to make every system smarter and more self-sufficient. Software efficiency can reduce the energy consumption associated with CPU resources and, with the propagation of artificial intelligence and machine learning, can identify the most efficient performance state for IT equipment in real time."



**SAILESH MENEZES**  
SR DIR. & HEAD OF HR  
HEWLETT PACKARD ENTERPRISE,  
INDIA



**SOM SATSANGI**  
SVP AND MANAGING DIRECTOR, HEWLETT PACKARD ENTERPRISE, INDIA

"Completing 25 years at Hewlett Packard Enterprise has been a professional milestone of a very fulfilling and enriching journey. The culture of HPE is the glue which binds us all together. A people-centric, open culture empowers us to bring our best to work every day. The mentors, leaders and team members have all been encouraging and supportive over the years. As I pause to look back at the fond memories, priceless learnings and growth opportunities this organization has offered me, I am already excited and looking forward to the next financial year at HPE."

**AMER WARSI**  
DIRECTOR CHANNEL, SMB & ECOSYSTEM - HPE INDIA

"It has been an extremely exciting and enriching journey of working with HPE for a quarter of a century. I take great pride in working for a company that has stayed true to its purpose of advancing the way people live and work. Working at HPE has enabled me to experience the highest levels of integrity, quality, and work-ethics. I am incredibly thankful to all my mentors, colleagues, leaders and to our employees, whose support, hard work, and dedication have made this possible. It has been a great ride and I look forward for continuing this journey for many more years."





## VIKRAM K

SENIOR DIRECTOR, INDUSTRY VERTICALS - HEWLETT PACKARD ENTERPRISE

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"Right People do matter to the company. Perhaps the success of a company and its people are inter-twined. One really needs to believe they are a force for doing good and then irrespective of the area of transformation, contribution is a continuous virtue - to the company, society, transformational project and professional evolution.

The success of anyone is how successful your customers are and how responsive you have been with them. These roles are based on responsibilities that you accept to discharge and over time customers, from being just professional acquaintances have become friends whose children's weddings, special occasions and so on are celebrated together. Without them we don't exist. Many customers sent in videos on my own evolution with them and my consultative abilities to their business problems - for the 25th year anniversary. These were touching!

My daughter who is a budding Economics Graduate can't relate to the single company tenure but my wife who is a HiTech consultant with a super large system integrator understands. After acceptance of a responsibility - there isn't a firewalled difference between personal and Professional life as explained earlier.

I often mention our founders Bill and Dave are worthy of veneration. The world as you mentioned in transforming and a company that's kept transforming for 80 years will continue to do so with innovation at its heart and everything as a service."

## PRAKASH KRISHNAMOORTHY

DIRECTOR - ARUBA INDIA

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"Nations and Companies have been in the forefront of pursuing a digital journey. We at Aruba are seeing the CIO Priorities around CLOUD, MOBILITY and IoT and workspaces are increasingly becoming hyper-aware. In India we are seeing the winds of digital transformation in public spaces, health care institutions as well as in managing and monitoring environmental factors for improving agriculture practice as well as for things like air pollution etc. Today we see our customers create truly innovative use of digital technology and bringing in gains of automation, agility, security and situational awareness all of which create value for the customer and society.

This organization is built on a culture where work - life balance is considered an integral part of the day. The HR policies and practices support skill development, internal transfers, opportunity to make bold changes in careers internally from sales to product management to distribution to alliances and they support with all needed resources, encouragement to make these decisions become successful decisions. Because of the work life balance and associated initiatives the employee is put to less stress, able to maintain higher levels of productivity and I see this at work amongst colleagues and on the personal front too. This is an organization that values people and their contributions and rewards people for the value they bring to the business and recognizes the years of service. So it is a happy and good feeling.

As we navigate the industry, we want to help customers and thereby drive revenue streams. Through the use of Aruba Central and AIOPS to deliver the most modern network experience to the customers in a manner where he consumes technology and focusses just on business is what I am personally looking forward to leading in the coming year and contributing to accomplishing this vision of our CEO."



## SANDEEP PENDHARKAR

SENIOR DIRECTOR AND GENERAL MANAGER, HPE SERVICES, SOFTWARE AND CONSUMPTION

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Sandeep Pendharkar serves as the Senior Director & General Manager for HPE Services, Software and Consumption. He is responsible for the PnL (Orders, Revenue, Gross Margins) for HPE Services business across various segments and sales motions. This includes Greenlake Cloud Services, Software, Advisory & Professional Services and also the Operational Support Services. For a brief period, he also led the Pointnext Services for the new HP Enterprise Group across both Direct and Channel Motion. During this time, he also started working on the long term Strategy Plan for evolving Services Business for HPE.

Sandeep has been working with HPE since the last more than 25 years and has had the privilege of working with many customers in India across their IT deployment maturity journey around Hybrid IT, Cloud, Analytics, Consumption Services, and Integration

Services around Platform Modernization. Having first started his career with HCL Hewlett Packard as a Key Account Manager, Sandeep has come a long way.

With an Industry experience of three decades in the IT Industry, Sandeep has taken up a variety of roles around Product and Services selling across India geography and spanning various industries like Process Manufacturing, Banking and Financial Services, Telecom & Healthcare and is currently managing the Pointnext Sales organization in India since the last four years.

# THE SHIFTING DYNAMICS OF THE CHANNEL ECOSYSTEM DEMANDS FOR A ROBUST PARTNER PROGRAM



In an era of massive digital transformation, where technology is the key force behind every business, corporates are always on the lookout to expand their partner base regardless of the industry or geography. The Channel is responsible for increasing revenue and growing market share without the vendor having to hire and train more employees, and invest in office space, tools, and equipment to support those employees. A report from IDC suggests that 76% of B2B customers want partners to take up more day-to-day administrative and operational responsibilities for infrastructure so that the internal IT staff can focus more on their business.

It is also true that partners are going through major shifts in the market today. And this is because rather than simply supplying specific components of infrastructure, customers want partners that understand their business and deliver and manage full solutions that help them solve specific challenges and achieve key business outcomes with measurable results. Instead of capital expenditure (CapEx) focused approaches, customers now demand operating expenditure (OpEx) arrangements, where partners provide easy to use as-a-service solutions that allow them to pay for only what they need or use. Corporate Partner programs are designed in a way that expects its partners to be innovative and to have the capabilities for innovating business models extending across geographies. The whole objective is to win partner mindshare and future growth.

Partner programs may vary from company to company based on their size, volume and expertise. But it is becoming very important for organizations to invest in a flexible partner program to meet the respective demands of their customers. More than ever, customers seek reliable, full-service partners that deliver comprehensive, ongoing support that is tailored to their unique needs and business objectives. But like most of the vendors and OEMs that VARINDIA have spoken to agree, it is just not enough to simply have a partner program; but it must be efficient, transparent and must provide the partner ecosystem with enormous growth prospects.

This article tries to explore on how some of the channel friendly IT Corporates have directed their focus on preparing a robust PARTNER PROGRAMME that are no doubt partner friendly, and which in turn will set a Benchmark in the industry for fostering business growth of partners -



## NetApp tries to identify the right partners for the right customer opportunities

“We live in a digital, and data-driven world where harnessing the cloud is a constant challenge faced by enterprises. Having a robust partner ecosystem that is well-versed with the cloud and its applications will play a vital role in aiding enterprises to derive maximum business impact from their digital transformation journeys.

We have recently announced our intent to launch NetApp Sphere - an evolution of our industry-leading Unified Partner Program in fiscal year 2024 (FY'24). The new cloud-focused and services-led NetApp Partner Sphere delivers a flexible path to advancement and growth for all partner sales motions. NetApp Sphere offers robust training and support to help partners capture cloud market share. It brings new validation, recognition and rewards for partners' investments in competencies and services, and the accelerated growth structure allows partners to provide transformational value to customers. When designing our partner program, we are mindful of offering simplified, flexible, progressive tiering with clear criteria that partners can follow across objective thresholds. The program's tiers range from approved, to preferred, to prestige, to prestige plus - assessing, validating and recognising partners based on values and competencies, in order to identify the right partners for the right customer opportunities. The benefits and support that we offer will grow as partners ascend tiers, generating the most impact seeing the most customized benefits, including solution specific marketing campaigns, proposal-based market development funds, and preferred value-based incentives.”



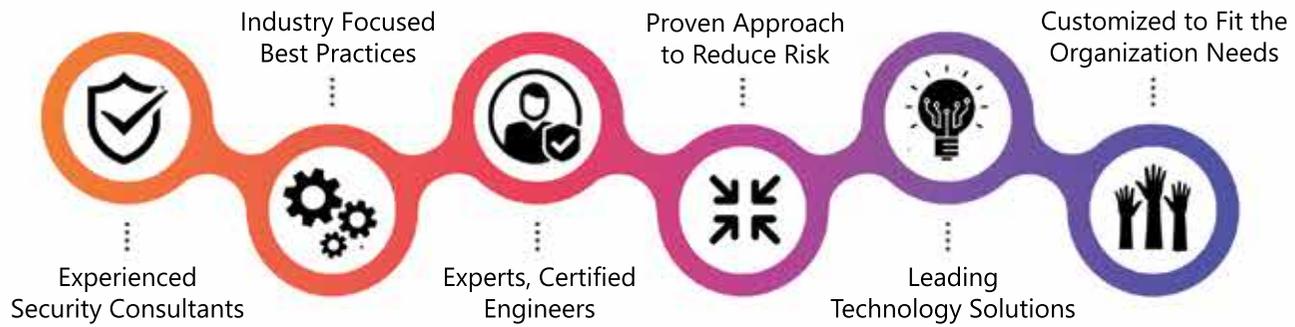
**Ganesan Arumugam**

Director, Channel Sales, NetApp India



# INFORMATION SECURITY IS COMPLEX WE HANDLE IT WITH EASE

ACPL Systems Pvt. Ltd is 32 year old dedicated cyber security organisation, offering leading-edge cyber security solutions through expert professionals, backed by 24x7 managed services and proven methodologies to ensure that organizational business risks are reduced, data is protected and business objectives are achieved.



## INFORMATION SECURITY SOLUTIONS

- System Security
- Network Security
- Data Security
- Email Security
- Web Security
- Digital Rights Management
- Application Security
- Strong Authentication
- Cloud Security
- SIEM
- Privilege Identity Management
- Identity & Access Management

### SOME OF OUR ELITE PARTNERSHIP



250+ Customers  
& Growing





## Fortinet works with partners closely to ensure their margins are secured

“In a competitive market, Fortinet partners build out offerings that help differentiate them from their competitors. Fortinet provides additional enablement at the technical level, including channel sales engineers (SEs) who are responsible for technical enablement with our partners, with the goal of helping them maximize opportunities and building revenue-generating solutions.

We work with partners closely to ensure their margins are secured in any business deal. Fortinet’s partner program is designed to better prepare partners to effectively engage and succeed in today’s security market, this program is based on three basic concepts – Engagement, Business model and Specialisation. Our Partner Programs mission is to help partners at any level to build a profitable practice through technology and service differentiation that leverages the industry’s best solutions. The Fortinet Engage Partner Program helps partners develop the expertise needed to deliver digital transformation through customizable programs with business opportunity as well as the infrastructure in place to accelerate their growth. Partners are provided flexibility to engage on three business levels - Integrator, MSSP, or Cloud, which provides multiple opportunities to grow different segments of their business, as well as multiple ways to differentiate their offerings with specializations. For those partners with a mature and established professional services practice, the Engage Preferred Services Partner (EPSP) program provides direct vendor support and additional accreditation to increase service sales and delivery excellence.”



**Vishak Raman**

Vice President of Sales, India, SAARC and Southeast Asia - Fortinet

## HPE partners help in its mission to advance the way people live and work

“HPE consistently works towards making our partners’ experience better and enables them to succeed with their customers. HPE Partner Ready Vantage addresses these market changes and gives partners the choices they need to meet their customers’ evolving requirements. The program provides flexibility for partners to identify and pursue new opportunities, strengthen customer relationships, expand their market reach, and provide comprehensive solutions that deliver quantifiable business outcomes for customers. In short, HPE Partner Ready Vantage allows partners to deliver the solutions their customers want, in the ways that best meet their own business goals. With channel being the strongest route to HPE India market, majority of our sales goes through the channel partners. Through our program, partners can leverage our expansive portfolio of leading products, solutions, and services—combined with their differentiated value—to help their customers increase business performance while providing a consistent experience from edge to cloud. The HPE Partner Ready Program allows partners to capitalize on opportunities and innovation. It continues as the traditional partner program with HPE Partner Ready Vantage offering as-a-Service focused partners with a program designed for how they go to market.

We have consistently been rated being the most partner-oriented organization in the industry year after year. This is an outcome of having a very robust partner program that is mature and is continuously improvised to incorporate all the market shifts and trends.”



**Amer Warsi**

Director Channel, SMB & Ecosystem, HPE India

## Dell is committed to investing in its partner’s end-to-end experience with the brand

“Channel partners are integral to Dell Technologies’ overall success to deliver excellent customer experiences. They have always been the driving force behind Dell Technologies’ business growth and we are committed to strengthening this ecosystem. Dell Technologies is committed to enhancing partner experience levels and build services led go-to-market strategies, aided by new incentives and distribution support. We continue to raise the bar on partner experience, offering new digital enhancements like incentive centres, new quoting tools in OSC and APEX. Our brand-new Incentives Center gave our partners an increased visibility and insight across all their program incentives in one centralized location – for Rebates, MDF (Marketing Development Funds), and MyRewards (incentive for partner sales specialists).

We launched our 2022 Dell Technologies Partner Program at the beginning of the year with a renewed focus - Together, We Stop at Nothing. In the span of five years, the Dell Technologies APJ Channel has achieved 70% growth. The program and strategy have been working hard for partners: Rebates payout has grown 80% and earned Marketing Development Funds (MDF) has increased by 95%. With the partner feedback process we have in place, we have found that even our partners view our program as simple, predictable and profitable. We design our rules of engagement (ROE) around deal registration and to govern our internal sales team behavior in a way that promotes customer choice while protecting the integrity of our partner program principles.”



**Anil Sethi**

Vice President & General Manager, Channels – India, Dell Technologies



## Sophos designs its solutions keeping its partners in mind

“Sophos is a channel first company, which means we do business only through our channel partners. For us ‘Sophos Global Partner Program’ is a core foundation of our channel strategy. A comprehensive, easy to understand, trackable and growth-oriented Partner Program, which is designed for a practical world, is always going to be beneficial for all. Sophos Global Partner Program is a well-structured program, which is designed to make our partners increase their cybersecurity revenue, maintain their profitability and enable them to be security consultants to their customers.

A well-designed business model around channel partners is the first thing that is needed for making a channel ecosystem work for all. For example, at Sophos, we even design our solutions by keeping our partners in mind. There are features designed specifically for partners, such as the Sophos Central-Partner dashboard that allows partners to centrally manage their customer endpoints and firewalls from a single dashboard. Partners also have clear upsell and cross-sell opportunities with their existing customers, due to the broad portfolio of Sophos products that are available within Sophos Central.

Second is the communication channel between the vendor and partners; partners should be well aware of enablement tools, training and their growth path with the vendors they work for. Third is to make your channel and partners team as One Team to make the partner ecosystem a growth-oriented platform for all the stakeholders.”



**Sunil Sharma**

Managing Director of sales, India and SAARC - Sophos

## Juniper looks forward to working with its trusted partners to achieve hypergrowth

“In today’s industry, technology is expected to deliver business value while also providing agility and flexibility. A structured framework of engagement is essential for both IT Vendors & Partners to work together in delivering IT Solutions so that our customers are able to derive utmost business value from their investments.

At Juniper Networks, we are a partner-centric company and we fulfill our commitment through Juniper Partner Advantage Program (JPA). Beginning this year we launched the JPA 2022 program, which includes a slew of new initiatives, rewards, incentives and specializations aimed at driving incremental growth for our partners and providing them with the best possible foundation for success. Our JPA 2022 program also builds on recent investments in Mist Technologies, 128 Technology, Apstra and Netrounds, ensuring that our partners have the most up-to-date knowledge of our latest solutions to offer customers. We also launched Elite Plus, a new top-tier level of the partner program that provides superior support, investment, and rewards, as well as dedicated business development and demand generation resources. In 2022, we elevated some of our most dedicated partners in India, including Black Box, Datacipher and Targus Technology to Elite Plus. Furthermore, we continue to provide a range of incentives for our partners, including Market Development Funds (MDF) to support joint demand generation activities, a 360 dashboard providing partners with key business measurements, training passes, access to Juniper Cloud Labs for demos and more.”



**Harshavardhan Kathaley**

Director, Channel Sales (India & SAARC) - Juniper Networks

## Hitachi Vantara takes pride in offering one of the best rebate programs for partners

“Partners are a critical part of every business and implementing well-planned partner programs helps to drive mutual success. Hitachi Vantara and its partners can help organizations keep up, create value, and identify new opportunities using data. At Hitachi Vantara, the partner program is developed around 3 P’s – Predictable, Pioneering and Profitable. Our partnership models of resell, deliver, managed services and co-create are all based on these three pillars. We provide Predictability to the partner business by way of clearly defining the rebate structure (the simulation of the same is available on our partner portal). We pride ourselves in providing one of the best rebate programs in the industry today.

We bring predictability in the way partners buy the goods from us, by defining the promotions on the products and offering Everflex (our as a service offering) purchases to our partners. We help our partners with a clearly defined and measurable MDF budget for lead generation, POC gear, partner enablement, industry sponsorships etc to expand the coverage and skills. We also help partners with incremental resources with defined deliverables and ROI. The mantra is to sell more to earn more, and the cycle continues. The key step is to take the best industry practice in account and help our partners grow their leverage with their customers. As an example, we help our partners align with our OEM alliance partners to leverage on expanding the offering and leveraging the ecosystem.”



**Deepak Sar**

Distribution & Alliance Director - Hitachi Vantara



## Western Digital continues to reinvent the way it works with partners

“For an organization such as Western Digital, channel partners are critical to success. Therefore, partner programs are extremely important. For example, we run one of the strongest and most successful partner programs for storage products in the channel today.

Our channel partners play a crucial role in our success and are a natural extension of our business. We run various channel partner programs to educate and equip our channel partners to leverage diverse market opportunities. We also offer them support to better connect with consumers. For example, our SanDisk League of Heroes (SLH) recognizes and rewards the high-performing channel partners in the consumer segment while our MyWD Partner reward program enables and encourages partners who sell storage drives, NAS and surveillance/smart video solutions. Over the years, we have been consolidating and segmenting our channel partners for growth in key channel networks ranging from mobile, retail, IT, surveillance, and enterprise channel networks. We have an integrated channel marketing strategy built on three key pillars - education, reward, and engagement. In recent years, we have also aided our partners with digital toolkits, such as TechTalkApp, which helps them adapt to shifts, trends and new technology in today’s digital world. We also offer product collaterals and sales generation resources and connect them with prospects across social platforms.”



**Khalid Wani**

Senior Director - Sales, India, Western Digital

## Microsoft’s focus on driving digital transformation creates opportunities for its partners

“For decades, Microsoft’s partner ecosystem has been at the centre of how we bring technologies and business transformation to customers in markets around the world. Microsoft and our partners share a common goal – to help our customers scale and innovate to deliver new solutions that enable differentiation, drive business success and digital transformation. Microsoft Cloud is the foundation for sustained growth of partners as they build, co-sell and go-to-market with Microsoft. In India, we have a strong ecosystem of over 17,000 partners, inclusive of all partner business types - ISV, an IoT solution provider, systems integrator, advisory partner, OEM or reseller. Microsoft ensures that our programs and offers are designed to help partners quickly bring their innovative solutions to market, scale, grow their business and connect with more customers to solve unique needs. We are committed to investing in tools and services that partners require to expand their reach, help customers unlock growth potential, and grow their businesses for customers across organizations and industries. Through a variety of global programs, local offers to support market needs, and opportunities for reinvestment, Microsoft empowers partners to build and grow their business opportunities and profitability. As part of our investment in the cloud as a strategic lever for innovation and growth, and as a reflection of our continued commitment to partners, this month (October 2022), we changed the name of our partner program from “Microsoft Partner Network” to the ‘Microsoft Cloud Partner Program’.”



**Venkat Krishnan**

Executive Director - Global Partner Solutions, Microsoft India

## Partner programs help Trellix with increased revenue growth and faster growth

“Partners are a crucial and critical part of our business ecosystem. In our country, partners provide us with scale, reach, agility and speed. With their pan India teams, a vast network, and technical expertise, not only do they help us in a faster go-to-market, but also support us with a good customer experience. They also circle back with business intelligence which helps us develop and deploy new and updated products in line with the market needs and demands.

Trellix’s upcoming partner program Xtend is designed to provide a premium partner experience focusing on partner enablement and profitability that allows us to improve customer experience. It has various partnership levels, with each level providing various tier benefits such as market development funds, training credits, rebate calculation, and more. Our partner program thus focuses on the idea that long-term customer success is best achieved through the channel, and we appreciate their willingness to collaborate in ways that directly benefit our customers.

Trellix Xtend, which will debut in early 2023, is made to put the partner first. The program produces better customer outcomes since it can be customized to the business model and target market of each partner. It is designed to increase the profitability, engagement, and growth of the business. The key elements of our program include - Partner Enablement, Demand Creation, Partner Support and Professional Services.”



**Rahul Arora**

Managing Director, India & South Asia, Trellix

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## Kaspersky continues to deliver important improvements to its partner program

“Collaboration and strategic channel partnerships are essential to enhancing business outcomes. Strategic partnerships allow you to leverage their connections to improve reach and drive revenue more quickly than simply expanding your internal sales teams.

Kaspersky United partner program now offers a revised rebate system, extended training courses and more rewards for managed service providers (MSPs). The rebates become more transparent and predictable and cover more Kaspersky products and services. Training updates include new courses for MSPs, sales and technical specialists, and ten new authorized training centres across the globe. MSPs now also receive higher rebates and simpler status progression from registered to platinum. Kaspersky continues to deliver important improvements to its partner program. Within the current update, monetary benefits are more aligned with the reseller’s own goals and they become available for more products, services and premium support included in the Kaspersky price list.

We at Kaspersky are committed to providing training, sales, marketing, and technical support to guarantee our partners get a head start in growing their presence and profits in the security market. We have a generous and transparent reward policy that includes incentives and discounts to ensure consistent and enhanced profit for all our partners. We have a dedicated partner portal integrating all the tools you need to do business with us, including flexible license management for MSPs and MSSPs.”



**Dipesh Kaura**

GM - South Asia, Kaspersky

## The reach SentinelOne is unlocking through its partner ecosystem is the real differentiator

“Channel Partners are an extension of any business entity and are many times the face of the organization. They play a key role as an influencer driving higher customer conversion rates. Only with a happy partner, can the organization achieve success. It therefore becomes important to leverage partnership ecosystems to unlock parts of the Total Addressable Market (TAM) and provide the much-needed sustainable advantage.

Partners of SentinelOne have the privilege to work with the first next-generation endpoint protection vendor that has the only fully integrated endpoint protection, detection, response, and remediation solution. Our great margins and deal registration provide added value to the partner’s current offering.

SentinelOne does not compete with our partners by offering the services which are assigned to them. Our philosophy is based on enabling our incident response partners or managed security service providers (MSSP). We equip them with industry-leading capabilities like multi-tenancy and open APIs. The lack of channel conflict and robust multi-tenant capabilities has allowed us to grow annual recurring revenue from MSSPs by 300 percent in 2021 over the previous year. Growing our Channel Partner Community has improved the quality of our leads, where one of our incident response partners helped us win a large airline customer in Asia.”



**Diwakar Dayal**

Managing Director & Country Manager, SentinelOne - India & SAARC

## Nutanix re-architects its go-to-market strategy to provide partners more control

“The partner program is very important to drive business because the IT industry is at an inflection point in how customers want to procure and consume technology. Nutanix recently announced the next era of Elevate, our global partner program designed to re-define the partner engagement journey. The Elevate program focuses on providing a better experience for the entire partner ecosystem and customers throughout the customer lifecycle, while staying true to the program’s unified framework. In the past year, Nutanix has re-architected its go-to-market strategy, programs, and tools to provide partners more control, insights, and efficiency over sales cycles. The new updates to the Elevate Partner Program include an Enhanced and expanded incentives framework to reward partner ecosystem throughout the customer lifecycle, new incentive for partners that lead sales cycles autonomously and a continued focus on building partner competencies through education and certifications.

With our updates to the Elevate program, we have addressed many of our partners’ needs to engage with customers through their lifecycle - not just selling the technology, but enabling them to adopt, perform, expand and ultimately renew. Elevate now supports and rewards partners along this entire journey through purpose-built benefits and incentives. We took a three-pronged approach - Research and engagement with partners worldwide, Focus on customer centricity and piecing it all together while creating simplicity and flexibility in engagement.”



**Harsh Vaishnav**

Head of Channels India & SAARC, Nutanix

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## Autodesk tries to meet the needs of its customers through its partner programs

“A Channel Partner Program is a strategy to motivate and engage channel partners to create more value for our customers. Not only do they bring in revenue, but they are also an important link between us and the customers. Autodesk is continually working to ensure our partners are highly qualified and are able to assist customers to utilize Autodesk products and services. We are investing a lot through CDP (Channel Development Program). The objective of the Autodesk Channel Development Program (CDP) is to support partners’ marketing and strategic business efforts by providing funding.

We are running two programs -

1. MDF (marketing development fund) intended to support eligible partners by providing funding for eligible marketing activities.

2. SIP (Strategic Investment Program) Funds intended to support partners undertaking a significant growth initiative. SIP allows Autodesk to invest in partners who have a commitment to developing a strategic business plan in order to achieve accelerated growth and transformation to a services-oriented solution provider in sales, customer success and consulting practice areas.

The Partner engagement model (PEM) of Autodesk is an important part of our sales strategy and is a key element of the Autodesk Partner Program. The model provides a framework for how Partners may be compensated by Autodesk local entities for driving business with customers and for collaborating with Autodesk on business that Autodesk transacts directly with customers.”

**Alok Sharma**

Director – Channels, India & SAARC, Autodesk



## Check Point aims to be the most preferred cybersecurity vendor for its partners

“Channel partnership is at the center of our strategy since we are a 100% channel-driven company. Our company’s mission is to provide the best security while giving possibilities for partners to grow and become more successful. With the new initiatives in the partner program, we are doubling on our commitment to helping our partners earn new business and strengthen relationships with existing clients. The focus for the Partner Growth Program is to grow and reward partners, place clear objectives, and build a robust ecosystem to keep the world safe, and to accelerate our partner’s ability to win early and often.

Check Point has doubled its investment in India whether it is from a channel coverage or channel development perspective. Our partner team size has doubled and so have our investments in our joint GTM strategy with our partners, for instance, our Check Point Partner MAP is an exclusive Partner Portal designed to provide our partners with centralized access to Partner Program benefits ranging from obtaining quotes on renewals and new product purchases to accessing co-operative marketing funds programs. Our key aim in designing our Partner Program was to ensure that it would be simple, easy to adopt, transparent and focused on a ‘win-win’ partnership. Prior to the launch of our Partner Growth Program in 2020, we reached out to hundreds of partners globally to seek their feedback on building a robust partner program that helped us to construct the program.”

**Manish Alshi**

Head of Channels and Growth Technologies - India & SAARC, Check Point Software Technologies



## Securonix constantly co-innovates, co-invests and collaborates with its partners

“The significance of a partner program cannot be stressed enough, as the right program can provide you with the necessary foothold in the market. It is literally a make or break situation if you don’t have the right partner strategy. Especially in the case of cybersecurity.

Securonix has over the last 12 months onboarded more than 50 new partners and 200+ customers from 12+ additional countries through our various partner programs, in addition to our existing partners. Globally, 50 to 60 percent of our business comes through MSSPs or resellers and we want to reach a stage where about 80-90 percent of our business comes through our channel partners as it is difficult to have feet on the street for a company of our scale.

We are constantly co-innovating, co-investing, and collaborating with our partners to provide them with additional resources and benefits. We aim to make it as simple as possible for our partners to provide solutions, implement them, and manage customers. We strive to provide our partners with 360-degree support in all aspects, from improved threat detection via UEBA to a fully managed SaaS platform that allows them to build and deploy analytics while also supporting data masking and GDPR privacy requirements. Any partnership program that we design essentially has the Partner First ideology, Flexible and customized offerings, Rewards & Benefits and an Easy onboarding process.”

**Tom Cheeran**

Director Channel Sales - India & SAARC, Securonix



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## Acronis sees partners as independent businesses with their own objectives

“The Acronis Partner Program supports partners by offering a bunch of great benefits in exchange for their attention and dedication to Acronis. It is a unique and easy to follow program, where we do not have any threshold for Registered, Authorized and Gold Service Providers. In fact there are just 2 main pre-requisites – Acronis Academy certification (which we simplified a lot this year) and #CyberFit Score. Partners who get to the higher level are eligible for new benefits, which they may use to grow their business.

Acronis Partner Program provides multiple benefits to partners, who are willing to do joint business plan with us and are upgrading their level -

- Rebates for hitting quarterly targets
- MDF for joint marketing
- Dedicated Partner Account Manager even for small and medium Service Providers
- NFR keys of Acronis software for internal usage
- Access to Acronis Engineers to help sell Acronis solutions
- Partner Demo Lab – it is a pre-configured on-demand demo environment to play with and check out the most recent version of the product
- Partner Locator

The Acronis Partner Program is built mainly on trust, focus and efficiency. Our mission is to align with their business objectives, educate and equip them with all necessary tools and motivate their business growth on Acronis Cyber Cloud platform. We reward partners for their focus and willingness to do joint business plans and we invest funds and other resources into our focused partners to help them grow faster.”



**Rustom Hiramaneck**

General Manager - South Asia, Acronis

## Canon looks forward to creating a stronger base in Tier III, IV markets with its partners

“As Canon’s key stakeholders, channel partners have always played a crucial role in the success of our brand. Our partner ecosystem has been infused with strong fundamentals and with consistent efforts. It has grown to a strong network of 140+ distributors and 4500+ channel partners. While we continue to launch technological innovations in line with industry trends, it is our channel partners who help us to take our products and services to our consumers across all regions in India.

Over the past few years, they have significantly helped us strengthen our position as an industry leader by enabling our entry into many new markets. As they help us establish our foothold in the market, we are constantly doing our bit to ensure their success as well. To further empower our channel partners, we have heavily invested towards building both scale and competencies in new technologies. Keeping in mind the profitability and long-term sustenance for our partners, we have been actively overseeing the distribution and retail structure along with providing our partners with personalized retail coverage and customized campaign support to expand their businesses.

We will continue to focus on expanding our partner ecosystem further with a special emphasis on micro-distribution, regional outreach and exploring new business avenues for our partners. Our primary objective is to increase the availability of Canon products and genuine consumables across India in the foreseeable future with the help of our valued channel partners.”



**C Sukumaran**

Senior Director, Consumer System Products and Imaging Communication Business, Canon India

## Commvault is focused on engaging with its partners responsibly and transparently

“At Commvault, we are partner obsessed, partner powered. When it comes to the Commvault Partner Advantage Program, our chief goal is to continuously nurture a partner program that evolves with our partners and their needs. As I take the next step in my Commvault journey with the move to India, I am excited to work closely with our partners in India and across Asia Pacific to meet customers wherever they are within their data management strategies – irrespective of their consumption model “on prem, cloud only or multi cloud”.

As a “Partner-First” organization and following the mantra of Simplify, Solve & Evolve, we ensure our partners have a unified end-to-end data offering, gain the ability to scale and grow their profitability, with an opportunity to always level up. Win, growth, and performance rebates, as well as deal registration benefits and seller incentives are on the table for our partners who drive more revenue and profit into their businesses. We recognize and reward partners with back-end rebates for new customers and software revenue.

One of Commvault’s key goals is to be perfectly positioned to help our partners deliver the solutions they need to help their customers. To truly hone in on what our partners are looking for and provide mutual success, we continue to invest across four key pillars: Innovative products that are partner-ready to sell; A partner-to-win, go-to-market strategy and ecosystem; Modern, profitable and predictable programs and a Success made simple approach.”



**Praveen Sahai**

Channels, Alliances & Service Provider - Commvault APJC

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Netpoleon has been plugging in the present-day IT security infrastructure gaps with niche premium products and Seamless Sales, Pre & Post-sales Technical Support to keep up with the dynamic digitally transforming world.

The Netpoleon team constantly reinvents itself to keep abreast with the dynamic needs of an evolving IT landscape and has established itself as a regional player and a leader in the Cybersecurity Industry. Through the strong partnership with Channel Partners, Netpoleon has gained a strong foothold in several highly demanding industries like the Financial Services Segment, where Data Protection is a vital security area that provides a competitive edge for businesses, and the Telecommunication sector, which is a critical information infrastructure, and the Public Sector where the highly secure and protected environment is required to protect governmental classified information.

To know more about Netpoleon and the technology portfolio, email us at [in.sales@netpoleons.com](mailto:in.sales@netpoleons.com)



## Rashi Peripherals tries to keep its focus on the inclusive growth of its partners

“Partner Programs are important to drive business growth and keep channel partners aligned with the sales targets. Incentive and training programs help partners increase the scale of their business and earn decent margins. It also boosts their confidence and helps them keep up with the changing business dynamics.

Rashi Peripherals, a leading national distribution partner of global technology brands in India has a network of 50 Branches and 50 Service centres that cater to over 7000+ channel partners in 704 locations across India. Our Partner Programs are focused on the inclusive growth of channel partners. We launch programs such as SI schemes, bundling schemes, and sales targets schemes to help partners liquidate their inventory, up-sell and cross-sell. In 2021, we rolled out the Partner Certification program in which we conferred the Platinum Partner status to over 680 partners across India. These partners are eligible for special incentives and benefits for their long-term association with Rashi Peripherals and contribution to the company’s revenue growth.

We have a transparent and fair business policy of credit notes wherein the credit benefits are passed on to partners. We utilize a market development fund (MDF) to conduct roadshows and training programs for partners. We are probably the only distributor to organize fun activities for their family members. We regularly organize quiz competitions for spouses and children of partners as part of our channel engagement activities.”



**Rajesh Goenka**

Director, Sales & Marketing - Rashi Peripherals

## For IceWarp, the partner ecosystem is basically a multiplier effect

“The importance of the IT channel cannot be overstated. The channel will continue to evolve at pace, with new ways to consume and use technology taking precedence. Partners will continue to be trusted advisers to customers, adopting skills to make sure they are still technically ahead of new trends and offer maximum value to their customers and prospects. I expect the channel to include more services in terms of Professional services including integration and migration.

Our marketing development fund allows resellers to accumulate funds to engage in demand-generation initiatives based on a percentage of product sales. We also provide a variety of marketing materials, tools, and resources that partners can use to run campaigns. We also allow partners to register sales leads and offer them lead lock commits to pursue the deal through our partner friendly lead lock system and processes. We focus a lot on training and development and also provide presales and post-sales support to our partners.

The Partner ecosystem is basically a multiplier effect for any OEM. Once you have identified the various objectives of the partnership, you must structure your program to distribute your resources appropriately. If a partner already has an integration with your solution and mutual clients, you might wish to invest time and effort in establishing a tighter relationship based on a meaningful and common use case.”



**Anita Kukreja**

Head of Marketing & Channel Sales – IceWarp

## Seagate considers partners as the key drivers of its success in India

“At Seagate, our partners are the key drivers of our success in India, and it is imperative for us to empower them by enabling our vendors and distributors with the right combination of knowledge and tools. Our partner programs play a key role by developing incentives around specific sales initiatives and acquiring new customers. We leverage several programs that have been created to accommodate the specific needs of different channel companies.

We aim to support our partners in maximizing their results by offering the most optimal storage solutions and services and have developed the award-winning Seagate SkyHawk Partner App, a first-of-its-kind solution for video and imaging applications that supports our partner community across the Indian market. With the success of the Skyhawk Partner app in India, we have also expanded it to over 10 other countries, including Philippines, United Kingdom, Ireland, Saudi Arabia, Qatar, and more, to support more local partners in the market.

In addition to this, we also have the Seagate Insider partner program to connect with customers and partners in the markets. We continue to conduct comprehensive training sessions, seminars, and co-marketing initiatives to answer any new opportunities. Through our distributors, we conduct several training programs for our channel partners to achieve the set targets, which go streamlined with the latest IT industry trends and channel practices in India. We also organise activities for our partners to address the right audience and customers.”



**Sameer Bhatia**

Director of Asia Pacific Consumer Business Group & Country Manager for India & SAARC, Seagate Technology



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## HID Global truly values its relationships with its channel partners

“Channel partners play a critical role in our business operations in India with regards to sales and distribution. Through our HID Global Advantage Partner Program we are able to offer profitable opportunities for partners, while also ensuring customers worldwide have access to HID solutions.

Our Partner Programs are highly beneficial to both manufacturers and channel distributors within the security ecosystem. We truly value our relationships with our Channel Partners and our programs are built to motivate and reward loyalty as well as performance. To ensure accessibility and equal opportunity we have several trainings, assessments and certifications in place. All partners are required to go through a comprehensive program assessment available through HID Academy. These trainings are designed to help partners enhance product knowledge, increase credibility and thereby be able to better solve their customer problems. Annual assessments are undertaken and based on specific criteria we determine tier statuses. Based on performance and competency, we assist partners to move up the three tiers - Silver, Gold and Platinum. Certified partners are then awarded distinctive emblems and badges to reflect their expertise levels when it comes to HID Global's extensive product range. To ensure healthy competition, we offer loyalty-based incentives to partners building profitable customer relationships. In addition, we provide insights and leads to help partners stay connected and up to date on local market opportunities and emerging trends.”



**Prabhuraj Patil**

Commercial Director, Physical Access Control Solutions, South Asia - HID Global

## Forescout hopes to be an attractive proposition to existing and potential partners

“Partners are a critical Force Multiplier for any vendor who is 100% channel centric. It is therefore important that there is a robust channel program for partners to be able to leverage that allows them to 1) get access to the resources they need to build capability 2) access to funding for them to drive marketing initiatives to help their sales efforts and 3) the incentives to reward them for driving new businesses.

Our Partner Connect portal provides our partners with development resources they need to build competency on our platform. This training is made free of charge to our partners. We have recently streamlined our MDF accrual process so that rather than tie it to one partner, we have pooled it to make it available to more partners in our ecosystem. We are also revamping our rebate program to create a more holistic program that rewards partners for more than just revenue but takes in all the positive elements of the partnership, i.e., investment in certifications, net new logos to name a few.

We have decided that we wanted to build fewer deeper relationships with Focus Partners. As we grow the business in APJ we want our ecosystem to enjoy that growth with us. This key decision, along with making all the partner program benefits freely available and accessible to partners means we hope to be an attractive proposition to existing and potential partners.”



**Colin Garro**

Director - APJ Channel Sales and Alliances, Forescout

## ManageEngine strongly believes in adopting a transparent approach towards partners

“While most organisations do work with a channel ecosystem to acquire customers and drive growth, it's important to structure the partner program with defined objectives, be it in terms of a go-to market strategy, creating demand generation, offering consulting and delivery services, etc. As ManageEngine offers a comprehensive suite of products for enterprises to manage their IT infrastructure, it's important to have our partners deliver value to customers through implementation and consultancy services, which in-turn drives growth through a land-and-expand strategy. With our value-added partners, we take a 360-degree approach to continuous enablement on our products. Along with bringing our domain expertise, we certify partners to offer professional services to our customers. Our dedicated partner development team assists partners with market development funds to create more awareness and, in turn, customer acquisitions. We also work with a lot of transactional and opportunistic partners by engaging together in the customer journey—from understanding their IT challenges, to helping with the heavy lifting of technical and implementation requirements and then letting them drive business closure.

We strongly believe in adopting a transparent approach by having an end-to-end inclusiveness though being part of the customer journey right from the beginning, with robust deal registration mechanisms, marketing initiatives, etc. We also onboard and scale our partner ecosystem with varying domain expertise like cybersecurity, ITIL, cloud practices and focusing on specific industry verticals or locations.”



**Arun Kumar J**

Regional Director- Channel & Partner Management, ManageEngine, Zoho Corp.

## Genesys India continually investing to build up its partner landscape

“For Genesys, partners play a significant role as an extended arm to drive business profitability, and they are an extension of the sales function and key to our go-to-market strategy. We are witnessing an industry complexity that is stacked with an ever-evolving partner ecosystem – ranging from traditional Global System Integrators (GSI), Distribution and Services groups, to a new breed of partnerships that include Independent Software Vendors (ISV), Consultants, Technology Co-selling, Telco partnerships, Referrals, etc. With a strong partner ecosystem laying the foundation to scale in the market, govern the space, and ensure equitable opportunity, Genesys has built sustainable partner programs to succeed in the market. We believe a partner-driven framework that ensures efficient business functioning is absolutely mandatory for every original equipment manufacturer (OEM).

Genesys India leads with a partner-first strategy. We have built an ecosystem around Experience as a Service, our vision to help organisations orchestrate seamless experiences through the coordination of technology, interactions and touchpoints across the end-to-end customer journey. We run an advanced and mature partner program called Genesys Ascend which defines the framework for our entire ecosystem of GSI, Telecom, Consultant, Technology, business process outsourcing (BPO), Distribution and Service Partners, for scaling up our business. The objective of this program is to empower partners with differentiation in positioning themselves based on their commitments and investments in the business practice and broaden the commercial path for partner success.”



**Avanti Misra**

Director Channels and Alliances - Genesys India

## CommScope believes in establishing a strong collaboration with partners

“At CommScope, we believe that a strong collaboration with our partners is the best way to bring essential solutions to the forefront of an evolving Indian market and for a new breed of digitally savvy customers. Our PartnerPRO Network features an exclusive global network of experts designed to help partners discover new revenue opportunities. The network consists of CommScope-authorized local distributors, solution providers, consultants and alliance partners that are trained to provide local insight, which puts our high-performance solutions to work. Extensive guidance and access to resources for partners are also included as part of the PartnerPRO program, to elevate their marketing and technical expertise, and build trusted and mutually profitable relationships.

In 2022 we launched our RUCKUS BIG DOGS Partner Program which includes a new middle tiering that allows a wider range of local partners access to market development funds and unique specializations in our industry-leading wireless networking technologies.

CommScope’s PartnerPro Program also looks to providing extensive resources and training for channel partners to elevate their marketing and technical expertise, to help build a trusted and mutually profitable relationship. CommScope’s partner program and initiatives equip the channel ecosystem with best-in-class technology, robust sales enablement, and marketing support to more than 10,000 partners worldwide, including India. In addition, our program offers partners access to an extensive range of resources such as emerging technology training and education, partner portal and enablement tools.”



**Kalyan Deep Ray**

National Channel Manager, Enterprise Sales, India & SAARC - CommScope

## Lookout ensures predictability, profitability and ease of doing business for partners

“Lookout is a channel-first organization. With our partner program we ensure predictability, profitability and ease of doing business for our partners. With the Lookout Security Platform, our channel partners can enable their customers' digital transformation by empowering them to securely deliver applications to users anywhere they want to work.

We have recently launched the Lookout Partner Academy giving partners access to exclusive educational content leading to different levels of certifications. Upon completion of the curriculum, the partner will be designated Lookout Qualified. Our NFR program provides partners access to the entire Lookout Security Platform for their own use to protect the data in their organization. Lookout also provides proposal-based marketing development funds to jointly create awareness and generate demand. We have also come out with a refreshed partner portal that provides partners with an easy and transparent way to register and view their opportunities, find the key documents needed to support prospect and customer conversations and stay up to date on the latest news and product updates.

A part of the partner program is a comprehensive Deal Protection Policy with clear guidelines to protect the incumbent partner, both for initial deals as well as for renewals.”



**Surojit Dasgupta**

Country Manager – India & Saarc Region, Lookout



## UiPath directs its efforts in building a fair and transparent partnership model

“UiPath is a partner-first organization, and over the years we have consistently invested in our partner programs. Our partners have played an instrumental role in helping us go from strength to strength. They have helped guide customers through their automation journeys and accelerate their digital transformation.

As of this year, more than 4,700 partners have joined the UiPath partner program. UiPath's partner program is a global ecosystem of recognized players from the technology domain who are transforming the way humans work by helping organizations make work strategic, valuable, and fulfilling. Through the program, partners get access to the UiPath platform. It is an end-to-end platform, designed to change the way humans work and helps customers leverage AI-enabled computer vision to ramp up innovation and meet their digital transformation objectives faster with greater success.

In March this year, we introduced a further strengthened partner program—the Technology Partner Program. It empowers partners to develop and deliver end-to-end automation applications and solutions built using complementary offerings from other ISVs with UiPath's technology. The program also includes a range of new technical, sales, and marketing offerings for partners to develop, test, and market their applications and provide best-of-breed complementary offerings. The UiPath Business Partner Program is designed to be pro-competitive while helping partners accelerate our customer's automation journey by improving the distribution of UiPath technology and services.”



**Nitin Kotian**

Director, Partner Ecosystem and GSI, India and South Asia - UiPath

## Pure Storage positioned to drive increased portfolio adoption with its partners

“For Pure Storage, our partner program has absolutely been a critical part of our success. We would not have been able to reach the number of customers that we have on our own. Pure Storage has been, and continues to be, a 100% channels-centric company. We have set the bar in the industry to deliver simplicity, flexibility, and value to our partners and customers so we can continue to grow together. At Pure, we constantly evaluate and enhance our Partner Program to ensure we reward great performance and provide the right training and enablement so that our partners can deliver exceptional results.

We consolidated the Global Partner Organization - including MSPs, GSIs, distribution and resellers - into a single organization to reach all routes to market and leverage partner capabilities more effectively. This gives our partners the same, complete Pure support whether they are reselling, offering managed services, as-a-service solutions or cloud-native sales motions. This consolidation is the foundation of our enhanced Partner program. What we established with our partners is trust. Pure never competes with our partners on any deal. And they can count on us to provide them with our full support. We see this as a win-win-win for Pure, our partners and the end-users who get the best deal with the best technology and the best support possible.”



**Jithesh Chembil**

Head Channels, Pure Storage India

## Schneider Electric helping partners become more services-oriented

“When it comes to IT power infrastructure, Schneider Electric evolves partner programs from volume to value. We are consistently working to assist partners in shifting away from traditional hardware sales and yearly contracts towards becoming more services-oriented. Our revamped mySchneider IT Partner Program makes it possible for partners who want to market and sell their own service contracts as well as handle their own upkeep. It gives partners the option to independently monitor the websites of their clients if they choose to act as their own "service bureau." The IT Solution Provider is one of the newest specializations that are made available for our partners. This evolved program now allows the uniqueness of our partners to shine. It provides the flexibility to certify in one or more specializations based on their current capabilities or future aspirations.

The mySchneider IT Partner Program enables partner growth through a simpler, creative, and collaborative approach. The evolved program officially launched in India on 9th June 2022 with the availability of specializations scheduled to roll out over the next 12-18 months through a phased approach including IT Solution Providers, Data Center Solution Providers, and Software and Services Providers. Our commitment to upholding our core promises is a must. While this presents an opportunity to elevate our program to an industry-leading model, honouring our long history felt critical.”



**Swarup Das**

Director - Channel Sales, Secure Power, Schneider Electric, Greater India



## Utilisation of strengths and offerings of partners is the prime focus of Yotta's partner strategy

“Yotta has always emphasized a ‘partner-first’ approach, and a partner program is a crucial step in this direction. Partners are our extended teams, facing the customers’ first-hand, and it’s important to enable them with the right information, tools, training, and support to build a strong value proposition. Built on the pillars of trust, transparency, and teamwork, our Partner Program endeavors to evolve in line with the industry requirements.

As part of our partner remuneration program, we offer varied percentages of commissions for each product and service, enabling our partners to get the maximum benefits from the program. We have also designed the Yotta Innovators Club (YIC) Program that enables companies that offer AI/ML, IoT and ISV solutions with cloud infrastructure to help them develop and certify their applications on Yotta Enterprise Cloud. Additionally, the registered partners of YIC receive monthly cloud vouchers along with support and access to the Cloud Partner Portal, listing on the Yotta Technology ISV Program Page on the Yotta website, training support, online training for sales and specific programs, and exhibitor opportunities at Yotta conferences and events.

To further enable our partners’ sales teams, we launched the Yotta Horizon certification program, which covers basic to advanced training on data center and cloud services. Yotta's Golden Circle Awards reaffirms our dedication to the partner ecosystem and honour their contributions to technology innovation, leadership, and Yotta's expansion.”



**Jollydeep Kaur**

Head- Partnerships, Yotta Infrastructure

## Beetel focuses on helping its partners gain more market share

“Beetel’s key focus is to drive partner enablement for its channel and vendor networks and engage with them through different initiatives. Our partners are one of our biggest strengths, and we have more than 1500 channel partners, present in 400+ cities in India, and are growing our footprint in international markets with 19 cities already being serviced by us. The key here is to equip our partners with a better understanding of the new age solutions to pitch to the end clients and customers and service their needs. In the process, Beetel keeps upskilling its partner base to help them win orders and act as consultants to the partners rather than just a distributor partner for them. Beetel in the last year, has conducted more than 500 trainings & webinars along with 450+ certifications and 20 offline events for its partners across India.

We constantly invest and collaborate with our partners to provide them with different incremental resources and benefits. Beetel aims to strengthen its partner base by helping them provide new solutions, implementing them, and managing their customer base. We ensure that our partners have a clear and transparent understanding of our product offerings and help address complex customer challenges at their end. Our objective is to provide our partners with 360-degree support in all aspects, from pre-sales and post-sales to POCs.”



**Sanjeev Chhabra**

MD & CEO, Beetel Teletech

## The long-term goal of Varonis is to create an effective channel ecosystem

“Channel partner programs are particularly effective when trying to get a good foothold while tapping into new markets. Combining the vast network and industry knowledge that channel partners hold and a good understanding of the organisation's products, organisations can deliver effective value to their customers. Ever since Varonis entered the Indian market less than a year ago, we have successfully onboarded numerous new channel partners. Our long-term goal is to create an effective channel ecosystem that spreads across India and reaches every potential customer looking for data-centric cybersecurity that protects companies from the inside out.

The Varonis Partner Program (VPP) is an easy way to accelerate sales growth. With phenomenal market acceptance, our solutions are at work in thousands of customer environments across every major industry. We aim to create programs that are simple, easy to implement, and at the same time, manage customer expectations. We create detailed training modules about our products and services and ensure that our customers understand our products thoroughly and guide our customers effectively. Our programs help partners get a 360-degree knowledge of our products so that they can address customers' complex questions.

Once a partner is fully onboarded, we invite them to sign up for our partner portal where they have access to training, deal registration, knowledge bases, and other content that will help equip the partner on their journey to sell Varonis solutions.”



**Maheswaran Shamugasundaram**

Country Manager - India, Varonis

## A streamlined framework makes it easier for partners to engage with Oracle

“There has been an unmatched level of technological advancement in recent times, coupled with customer organisations embracing Digital Transformation as a business imperative. In India especially, there has been a significant shift towards cloud acceptance even in regulated sectors. A dynamic and robust partner ecosystem is therefore critical for helping drive innovation and supporting customer business outcomes.

At Oracle, we believe that our partners are an extension of us, as we continue to build a specialised partner network. Currently we have about 3,000 active partners in the Asia Pacific region, and about 500 partners in India. Our modern Oracle Partner Network (OPN) framework enables partners to achieve Oracle Expertise to gain customer trust and relevancy, extend into new markets and grow their business.

### The three core tenets of the modern OPN program are -

- Customer-centricity: with focused recognition in areas of partner expertise - including product, geography and industry - customers can easily identify partners that are ready to deliver value for their specific business needs.
- Success-driven: increased investment in tools and resources (“Enablers”) - including cloud environments, technical assistance, and targeted go-to-market resources - designed to build Expertise
- Simplified: streamlined framework that makes it easier for partners to engage with Oracle and leverage the breadth of Oracle’s broad, integrated cloud and on-premises portfolio.”



**Siddharth Idnani**  
Alliance & Channels, Oracle India

## K7 Computing tries to keep its partnership model fair and transparent

“K7 Computing’s partner programme is a critical pillar on which our success is built. K7 was the first organisation to adopt the FMCG model for software distribution, ensuring that businesses and end users across the length and breadth of the country have access to our world-class antivirus products and solutions. K7 follows partner-led growth to drive international expansion as well. We now have 30,000 channel partners, actively seek new partners, and incentivise existing partners to improve market access and drive growth in sales revenue.

K7 Computing operates multiple incentive systems to benefit partners based on their performance and the market context within which they function. These systems include inventory discounts, target-linked rebates, and performance-based incentives and blockbuster rewards. We also conduct marketing programmes, such as partner events at various locations in India, that help partners maximise their sales within the regions they serve.

Partners rely on a fair and transparent partnership model to ensure they are well rewarded for all their efforts on behalf of K7 Computing. We ensure this is maintained by using partner app-based activations that are automatically updated in a dedicated website, allowing partners to track their activations and renewal opportunities. K7 also offers activation incentives from the very first activation, eliminating minimum activation requirements, to help partners maximize their earnings.”



**Sucindran (Suchi) Ramachandran**  
CEO - K7 Computing

## ESDS comprehends the needs of its partners that help them rise to the top

“Driving business is a result of collaboration and collective work. Channel partners are essential to any establishment’s success when it comes to the go-to-market strategy. They are critical to the success of the company and they help with organisation representation there by market share. As the public face of the business, partners have the power to persuade prospective clients to become lifelong clients. They bear full responsibility for leading a business down the effective road.

Partners are ESDS’s extension and an inseparable part of our success. In light of this, our partner program is well-organized, extremely rewarding, and keeps investing in the channel’s talent development. Our goal is to expand the partners’ businesses and make sure they are sustainable in the long run. Partners must be profitable to reinvest in staff training and skill development, enabling them to make a compelling argument to their partners.

To create a compelling and profitable partner Programme, ESDS ensures to understand the exact requirements of the partners. A solid partner Programme should include substantial rebates, deal registration, lead creation, account management, and front-end discounts, to name a few elements. Other factors that should be considered include partner training, skill development, service support, streamlining the onboarding process, providing the appropriate sales and marketing materials, and priming the sales lead pipeline to track and report progress.”



**Piyush Somani**  
Managing Director and Chairman ESDS Software Solution



## Channel Partners work as an extended arm to Anritsu India

“Partner Program is an important component of an organization’s growth journey. Partners work as an extended arm to drive business and contribute to expanding market share. As OEM we need a robust partner who can reach to end users, promote products and work towards brand enhancement, and finally bring more business to the OEM. In this we see growth for each other.

Channel Partners work as an extended arm to all OEMs. India being a diversified country with many languages and cultures, OEMs like us bank on regional channel partners to get connected with end users. Channel Partners therefore play an important role in this last mile connect. Some of the customers are in remote areas who are not accessible and also not cost effective to explore for new business. In this scenario Channel Partners bring value to OEMs.

We organize time to time product trainings to our channel partners and educate them on technology- product features capability. We also visit customers (end users) with Channel Partners to ensure both of them are well connected and understand the ecosystem well. Presales and post-sales trainings are an integral part of a relationship with partners. The Best Performing Channel Partners are recognised and awarded every financial year. This keeps them motivated to work for OEMs.”



**Madhukar Tripathi**

Associate Director – Optical Business & Marketing, Anritsu India

## Veeam believes in “disruption” by bringing innovation to its product portfolio

“We are a 100% channel company; the biggest component to our go to market strategy is that we rely on our partners. Veeam is a firm believer that the success of our partners, in turn, reflects on our success as an organization. Similarly, we continuously strive to bring constant innovation to our partner programs to stay relevant. Our solutions are flexible, easy to install, simple to run and always reliable, and we have designed our Partner Programs around the same principle. Further, we provide unique opportunities to all our partners to interact/collaborate with other region partners to interact via the Partner Xchange program so that they can learn from others.

We have strengthened our Partner Perks programme, which was created specifically to increase partner engagement, reward them, encourage focused solution adoption, and drive business growth. Veeam also provides several other network programmes that facilitate access and provide better support to our partners, as well as increase partner engagement and encourage focused product/solution adoption among customers - Veeam Technology Alliance Program (VTAP); Veeam ProPartner Network and Veeam Accredited Service Partner (VASP).

To ensure more measurable success for all stakeholders, Veeam introduces innovative partner programs every year. We also launched Elite Plus, a new top-tier level of the partner program that provides superior support, investment, and rewards, as well as dedicated business development and demand generation resources.”



**Amarish Karnik**

Channel Sales Director, India & SAARC - Veeam Software

## Arcserve partners are empowered to sell the best-fit products for their customers

“The Arcserve Partner Success Program is built keeping in mind the channel partner’s business and organization, with benefits and incentives that make sense for all business models. Our partner program is equipped with the solutions and support that they need to maximize their profits and expand their reach and business. We have a no-cost, no-obligation Partner Program which includes industry-leading margins, rebates and support for our various partners.

No matter what industry-leading Arcserve product they are selling, we ensure that our partners are rewarded—without any hoops to jump through. They are empowered to sell the best-fit Arcserve products for their business and customers. We also have the Arcserve Academy to help partners and customers gain technical and sales training and certification through a classroom, which we offer through online tools and videos, or on location.

Our partnership program is fair and transparent, as when we stick to some select partnership, we take a holistic approach to the collaboration. We look at it as farming. We provide sales and pre-sales support to our partners and also help them in their marketing budget. Our partners are profited from the back-end as well as from the front-end, from any business received. We also have spiffs and marketing development funds for each of our partners. We abide by our registration deals, and it is for us our bible. Our training programmes are the same that we offer to our internal employees.”



**Nikhil Korgaonkar**

Regional Director - Arcserve India



## Micro focus continues with its efforts to help partners in meeting business demands

“At Micro Focus, we are uniquely positioned to support customers in making the most of their current software investments and advancing innovation quicker and risk-free on their journey to digital transformation because of our broad product portfolio, 7,500+ approved partners, and thousands of customers. The five primary IT strategies of Accelerate Application Delivery, Modernize Core Systems, Simplify IT Transformation, Strengthen Cyber Resilience, and Analyze Data in Time to Act are our core operational areas. As a channel-focused business, we offer various upskilling and cross-selling programs, portfolio adjustments, training, certifications, incentives, and demand generation support as a part of our Partner Boost program, especially in the India and APJ region for easy collaboration and high profitability. We continue with our efforts to introduce more initiatives that help our partners in meeting the business demands of customers across sectors and environments. We also support eligible partners to fund their marketing and sales activities that create awareness and drive demand for Micro Focus solutions thereby helping to generate leads and grow the business.

Over the years to push forward the government’s Digital India initiative, we have been collaborating with the Government of India in enabling citizen services. We work with multiple state governments on smart city building projects with the help of our partners and infrastructure organizations to deliver IT management solutions required for the smooth functioning of smart cities and strengthening cyber resilience.”



**Jiju Joseph**

Country Head, Channels - Micro Focus India

## Optoma employs transparent and equitable business practices for its partners

“Every business needs to focus on a partner program for a stronghold in the market. It helps to reach out to the customers and to expand in new customer segments too. Since the restructuring we are thriving to have a solid partner network and understand the demand of Indian customers while offering solutions and products per their requirement. It is aiding in the development of our sales footprint and customer relationships. We have strengthened our network, engaged with a new client base, and increased brand presence through our successful partner program.

Our Partnership program is domain based and is a two-way stream with mutual benefits to all. We focus on designing the program uniquely so that each channel partners get rewards per their unique presence in the market and their strengths.

As far as our association goes with partners, they have a tiered structure with distinct partnership categories and corresponding levels of commitment, which include a wider array of benefits and more support from the brand as well. Our success is a result of our strong partnerships model. Optoma employs transparent and equitable business practices for its partners and distributors. We as a business allow them to grow alongside us and offer them a fair portion of the profits. We are easily accessible to our partners and we update them about new developments on a daily basis.”



**Vijay Sharma**

Country Head India, Optoma

## Acer committed to expanding the ecosystem of its partners

“A channel partner programme is essential to a brand's effective sales structure. When entering new markets, channel partners can offer a fast cut to profitability. They increase total brand recognition among new audiences, hence helping indirect sales as well.

At Acer, the past three years have been challenging for everyone, but even in those trying times, our partners have trusted and supported us. Our goal for our partners is to help businesses capitalise on the new technological prospects. We give our partners a better grasp of its developing potential in addition to regular product and technology training. As a company, we are committed to expanding the ecosystem of partners and fostering the ideal connections.

At Acer, we support specific programmes centred on particular products, allowing our partners access to various financing options etc. We had developed a cutting-edge Omni-Channel experience for our partners and customers during the pandemic to give them a seamless path to purchase and serve them smoothly across channels. The Omni channel experience is Acer's initial step toward a long-term Omni-channel strategy and is created to meet the needs of our Acer Exclusive retail partners in the present COVID-19 context. Partners can offer the whole line of Acer goods to their clients while still earning profits and receiving the program's benefits. It is one of several initiatives we have launched to help our partners and is a win-win situation.”



**Sanjeev Mehtani**

Chief Sales Officer, Acer India

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## OUR TECHNOLOGY PARTNERS


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## Salesforce has built up practices solely focused on developing the Indian domestic marketplace

“We have a partner first methodology and our partner ecosystem is growing almost 100% year-on-year in the Indian marketplace. We have global partners in the marketplace, such as Accenture, Deloitte, Wipro, and Infosys and we all work on the domestic market now. We have seen this huge shift over the last two and a half or three years, where we typically have these global players in the marketplace, servicing the global market in America or Asia, Middle East and Africa. What’s actually happening now is that they have realized the market opportunity within India itself. Therefore, they have practices built up which are solely focused on developing the Indian domestic marketplace.

The reality is that there is a crisis for talent on a global level. And that’s not exclusive to Salesforce but across the whole of the technology industry. We are doing everything within our power by enabling our partners to be able to capture that opportunity and growth that exists in the marketplace today. The problem is “How do I grow fast enough?”. It’s probably to capture the market opportunity. Salesforce itself has grown with a 360° view of its customer base. Digital transformation is a part of that. Our partners ask us how they can grow from being just a CRM focused organization into one which actually embraces digital transformation as a platform. I think that’s an exciting opportunity for partners as well.”



**Charles Woodall**

Senior Vice President Alliances and Channel Sales APAC - Salesforce

## ViewSonic always believes in winning the mindshare of its partners first

“There is always a need for a Robust Partner Strategy, which is critical to the success of the organization. This is imperative when Technologies are same, when infrastructure are same, and when quality of service is same. I fully believe that partners are not a community but they are individuals. Partners are instrumental in pulling up or pulling down brands if they don't see the human face of the company.

We have created <https://viewsonicpartners.in/> which is a faceless system to enable the partner value creation. We at ViewSonic India realised that trust deficit and transparency among the brand and the partners are an issue in today’s world. So we developed a system which is transparent, interactive, seamlessly automated that addresses partner queries. This is also a super-fast, flawless, real-time rewarding system. We also believe that maintaining existing partners is more important than creating new ones. We ensure that the sustainability, future growth and profitability of our existing partner business should be intact. Before market share we think of first winning the mindshare of Indian partners. The biggest challenge in this age is to manage the conflict between ecommerce platform and the General Trade platform. There is a great amount of mistrust in the GT Partners as they believe that brands are supporting e-commerce. We believe that GT partners will always remain as they are at the centre stage of the business.”



**Sanjoy Bhattacharya**

Director Sales and Marketing – IT Business, ViewSonic India

## Partnering is in Cohesity’s DNA and built into everything it does

“For the fourth year in a row, Cohesity has been included in the list of the most distinguished partner programs offered by leading technology companies serving the IT channel. This is an honour Cohesity is proud to share with all of our partners on the journey to strengthen enterprise cyber resilience through next-gen data management. Our program continues to prioritize simplicity, so it’s easy for partners and field teams to engage while offering excellent margin opportunities. This 5-star rating reflects our commitment to partnership, delivering value to your organizations and our mutual customers.

At Cohesity, we strive to offer a program that not only meets but exceeds the needs of our partners globally. Our approach is however a bit different. It starts with our innovative data management technology, a modern approach to cyber resilience for hybrid and multi-cloud environments with four key tenets - simplicity at scale, Zero Trust security principles, AI-powered insights and third-party extensibility to marketplace apps and integration with industry-leading solutions. Because we don’t sell directly to end-user customers, partners are always top of mind. We design, plan, and modify program benefits with one question in mind: How can we improve and make working with Cohesity a better experience for our partners? At every level, we are committed to building profitable partner relationships while offering value to both partners and customers.”



**Amit Deshmukh**

Head - India Channels and Distribution Business, Cohesity



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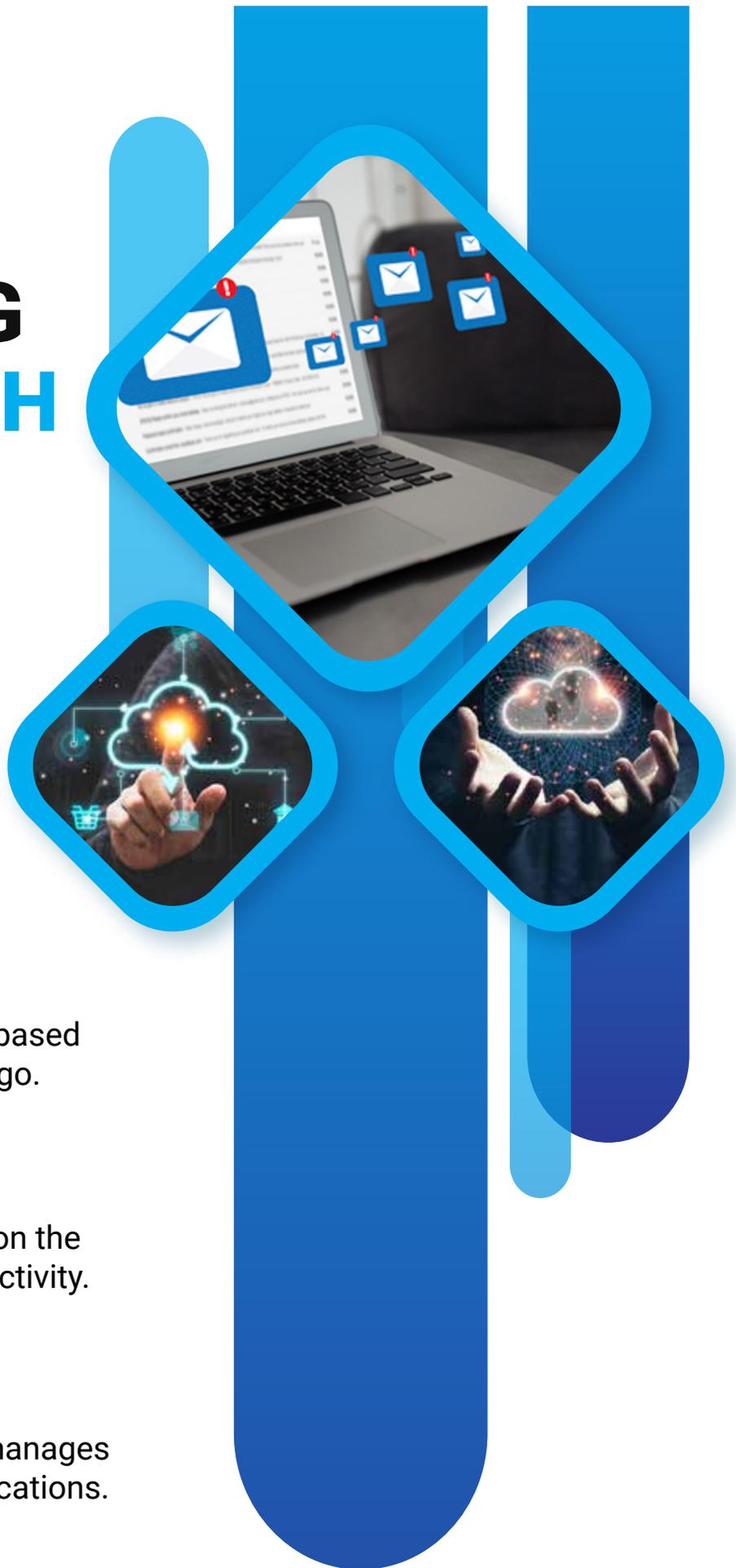
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# CHANNEL PARTNERS HELPING

## — Palo Alto Networks secure India Inc. —

Consider this: when one is about to purchase a brand new car, it is not just the perspective of the driver/buyer that is in play to ensure a quality purchase. The final decision is usually informed by the marketing machinery put in place by carmakers, fellow driving enthusiasts, the one pesky neighbour with the unsolicited advice, and, finally, the buyer's own perspective on the machines.

Ultimately, the end-result is that a bridge supported by multiple entities is formed between the enterprise and the end-consumer which leads to the purchase of a product or service.

When it comes to the cybersecurity domain, the channel partner ecosystem works similarly. Partners employ their extensive market expertise gained by working with businesses on-ground to gain an in-depth understanding of a customer's threat landscape. Following this, partners use the intel to work closely with cybersecurity providers to help formulate and meet customers with the right solutions.

As cloud, networks, devices, identities, and endpoints multiply, and work goes hybrid, channel partners are responsible for guiding customers through this technological shift securely. Furthermore, they play a crucial role in ensuring that no matter what service is being deployed for the end-consumer, experiences remain seamless.

To understand how channel partners see this and more through, it's important to understand the current predicament of the cybersecurity business through three pillars:

- **Insights** - The business-focused changes brought on by advancements like 5G, IoT, Web 3.0, are modernising how enterprises work and, therefore, perform. However, an advanced tech stack is not just for the organisation to enjoy. "Cyber attackers are leveraging emerging technologies just as much as businesses are," says Krithiwas Neelakantan, Channel & Alliances Leader, Palo Alto Networks. "These technologies, applied to an expanded attack surface, have resulted in attacks faster and more complex than ever before, making threats a tough beast to tame." Channel partners are crucial in this scenario as they combine skills with cybersecurity providers to drive insight-led conversations on the best ways customers can secure themselves.
- **Ecosystems** - The supply chain of any business consists of multiple entities that work together to ensure that operations

are running smoothly. Channel partners are integral to this network because they must have a clear idea of how each part of this ecosystem functions not just to ensure efficient delivery of products but also measure how vulnerabilities inherent to these companies can impact customers.

- **Filling the gaps** - The aforementioned pillars contribute to a significant knowledge gap for customers which gives rise to several questions pertinent to cybersecurity. As per Krithi, these questions are being raised in boardrooms more than ever. "How are we vulnerable? Where are these vulnerabilities originating from? How do our current cybersecurity frameworks fare? What must we do to improve our defenses? CXOs are always on the hunt for the right answers to these questions. And seeing how channel partners are the link between the provider and the customer, they are key to uncovering those answers."

These trends are driving a significant evolution in the channel sphere. To ensure cybersecurity that is current and competent, channel partners must meet customers wherever they are in their security journeys. As networks modernise, future-ready solutions that supplement hyperconnectivity efficiently, are scalable, and ensure seamless experiences, will be key differentiators in the hybrid work era.

Zero Trust Network Access (ZTNA) frameworks go a long way in assuring this. As work is now an activity but a place, corporate networks are now home to multiple new user identities that bring in their own devices, clouds, and sub-networks along. Trusting any or all of these implicitly and providing free access is not appropriate and can heighten the risk of attack. ZTNA solves this problem by removing implicit trust from the equation and ensuring that every device and transaction within the network is validated constantly and in real-time.

Secure Access Service Edge (SASE) is the quintessential proponent of this framework. First coined by Gartner in 2019, SASE is a new approach to network security where Wide Area Networking (WAN) and network security services like FWaaS, CASB, and more, are merged into a single, cloud-delivered service model. ZTNA is the backbone of any SASE solution as removing trust assumptions when users, devices and applications connect from within or outside the network perimeter is integral to SASE.



**KRITHIWAS NEELAKANTAN**

Channel & Alliances Leader  
Palo Alto Networks

This way, SASE helps simplify IT infrastructure by delivering easy and secure access to apps, internet, and corporate data. "SASE allows entire networks and security teams to redesign themselves in a holistic manner," says Krithi. "Whether the data is in the cloud, at the edge or in-transit, SASE based solutions provide an end-to-end security solution on cloud, with centralized visibility across hybrid landscapes. This means greater flexibility, reduced complexity, enhanced threat prevention, and stronger security."

Along with best-in-breed solutions that put business transformers like cloud, AI/ML, and IoT at the center, channel partners must help security providers align with customers on a strategic level. "Our multi-cloud location in India has been the key to meeting the data localisation needs of our customers," says Krithi.

Citing Palo Alto Networks' GTM strategy in India, Krithi added that customer-centricity through VARs and partners has been instrumental in succeeding in the market.

## *Palo Alto Networks' Prisma Access makes internal network access easy*



**PANKAJ KUMAR**  
Director  
V5 TechSol India LLP

During the pandemic when people started working from home, accessing their applications became a little difficult because of the internet problem. So we provided a solution from Palo Alto Networks which is the Prisma Access where people can easily access the internal network and application through VPN solution and can access the data and can work smoothly, even if they are working from India, abroad or anywhere. People also started working more than their working hours so good connectivity and accessing the network in a smoother way was much required. Palo Alto Networks' Prisma Access solution helps these customers to work from home or anywhere in an easy and secure way.

Palo Alto Networks is one of the leading OEMs for us. We were a Registered Partner initially, then became the Innovator Partner, the Platinum Innovator Partner and now we are the Diamond Innovator Partner. So if you see our journey from being a Registered Partner to the Diamond Innovator Partner it has been tremendous and it is just because of the collaboration between V5 Techsol and Palo Alto Networks. We have collaborated together from positioning of the products, addressing technical challenges, training and providing value to customers has helped us service our clients effectively. V5 Techsol and Palo Alto Networks have joined hands together and we have given a better solution to our customers.

## *SASE: An essential infrastructure for every organization*



**KAUSHIK MUKHERJEE**  
Director  
VFM Systems and Services

Pre-March 2020 all of us work from offices and even though all organizations had some amount of mobile users, the number was probably 10% of the overall usage. Now when you went to the office there was the entire security stack in terms of perimeter security, firewall, DLP, Advanced Threat Protection, endpoint security etc. Post March 2020, we had to continue our work from home, so the only thing that you had is the endpoint security on the laptop. Business had to continue so people tried to come over through Mobile Access VPN but still that stack was missing. There were so many attacks during the pandemic time. It took little time for the vendors, system integrators and customers to come around and recalibrate the security structure that they had.

So SASE is one of the primary solutions I think every organization needs and it is an essential infrastructure today. Firewall, URL filtering, DLP etc. the entire security stack is delivered from the Cloud, irrespective of where the user is working from.

Talking about our journey with Palo Alto Networks as an OEM, there has been a lot of growth not just in terms of revenue but also in terms of the number of solutions that Palo Alto Networks has come up with over the years. They started with NGFW, after that they started bringing security solutions and today Palo Alto Networks is the top security platform vendor who has leading solutions in categories from next-generation firewalls to VM firewalls to cloud based firewalls, to endpoint protection etc.

## *Palo Alto Networks provides AI/ML based threat protection solutions*



**ATUL GOSAR**  
Founder & Director  
Network Techlab India

We all know that the pandemic has created a new normal, which is a hybrid workplace and now many organizations are allowing their employees to work from anywhere. They even went to the option of bringing their own devices. Many employees are using their phones, personal laptops, tablets, to connect to corporate networks. Now this type of environment has increased the challenges for cyber security experts and the safety of information. CISOs are finding it extremely challenging to make sure that organizational data are protected while the attack surface has to be limited.

So there are serious concerns from customers regarding IPS, URL filtering, and DNS security. We see customers using Palo Alto Networks solutions and when we propose them it adds a lot of peace that they are best protected by the Machine Learning and Artificial Intelligence based threat protections and of course Zero Day attacks are also minimized. Palo Alto Networks is the only company who commits Real-time Machine Learning based Zero Day protection. Of course the customers are happy when it comes to Cloud Security; Palo Alto Networks is the only organization who has uniform Cloud Security platforms.

We are a Platinum Partner of Palo Alto Networks and it is a decade old relationship. We are constantly working together to solve customer's cyber security challenges, starting from the Next Generation Firewalls, Cloud Security, SASE, Shift Left code protection. I think in all the domains Palo Alto is one of the companies who gives the best solution.

# VAR SECURITY

## AKAMAI TECHNOLOGIES GROWING ITS MARKET SHARE ESPECIALLY IN THE SECURITY BUSINESS

India has been a very strategic country, especially with cybersecurity. The reason is not only the size and importance of the revenue that India generates, but also the fact that India has been leading the way in terms of transforming their economy to an API economy. Compared to a lot of countries, the API economy is faster than any other country which has exposed India to a lot of the cybersecurity problems that we face. Because of the inherent security challenge that comes with the API, the focus is to use the API because of regulations and ease of use and integration between businesses. In a chat with VARINDIA, **DEAN HOUARI, DIRECTOR OF SECURITY TECHNOLOGY AND STRATEGY, AKAMAI TECHNOLOGIES** throws light on current security trends in the country, solutions to protect the infrastructure, threats faced by the BFSI sector etc.

### SOLUTIONS TO PROTECT THE INFRASTRUCTURE

There are two types of security, one is external, another is internal, which is new under the umbrella of zero-trust security model. The external parameter is a traditional way of securing, putting firewalls and WAF, web application firewalls at the edge of the environment. The difference between Akamai and the other vendors is that its edge is actually in a cloud. Akamai tries to position its web and API security on its distributed edge compute around the world.

As Dean explains, “In India, we have a large presence. So now we have to redirect security from far away, which can protect them from faults. Obviously, most of the attacks which we find attacking the APIs are going to come from the internet, because APIs are exposed. They have to be exposed as this is the way we integrate with other vendors, and with other businesses. The attackers focus fully on discovering these APIs and attack them if there is a loophole or vulnerability.”

On talking about the vulnerabilities Dean says, “The era of people trying to breach the parameters is gone, people will try to steal some credentials that are easily available on the dark web or they can basically Phishing. Phishing is such a rampant problem. That can be fully automated using bots. The large malicious bot activity in India is seen as huge as encrypted. A zero day vulnerability is a bug that doesn't have a fixed sort of security patch by anyone. Akamai has been positioning a lot of its zero trust portfolio to cover these areas. Akamai is protecting against Phishing. The other one is to stop customers using VPN because the VPN is insecure. The third one is doing this web firewall to protect against malware download. Then finally, across the world we need to stop ransomware attacks, or data breaches or data theft.”

### THE TOP CYBERSECURITY THREATS FACED BY THE BFSI SECTOR

API security and ransomware are two critical threats for the BFSI sector. This is because banks basically are forced to use APIs by the government as per a regulation. APIs are open to promote integration between the banks and the central agency, as well as banks with third parties.

“As it is open, anybody can talk to anyone. That is what the attackers take advantage of, because they put malware anywhere, or they can weaponize it. API security is really critical. Not to mention authentication, APIs don't have authentication. Anybody that has access to an API will be able to perhaps bypass authentication of an organization. We have worked with these customers and advised them how to set a strategy around API security. We want to make sure even if they get in, they will not be able to reach an environment or cause any damage,” points out Dean.

### PLANS TO ADDRESS THE NEWER CHALLENGES

Along with the newer challenges, Akamai wants to grow market share, and especially in the security business. Dean comments, “After the pandemic, if you don't invest in



**DEAN HOUARI**  
DIRECTOR OF SECURITY  
TECHNOLOGY AND STRATEGY,  
AKAMAI TECHNOLOGIES

cybersecurity, that actually hurts your business and we see that every day. People have realized that ignoring security or under investing eventually will hurt their business, and could actually put you out of business. India is one of the biggest gaming countries in the world. Gaming has its own challenges; obviously, companies want to make it as friendly and as accessible to players. But at the same time, if you don't have security, attackers can use them to steal identity. Along with the gaming industry, the big banks, the big e-commerce are the focus of the attackers.”

### AT LAST

In his concluding words Dean says, “Right now, we are still facing a challenge of people really grasping the seriousness of investing in the proper right solution, because it's not just like spending money on cyber security, you have the right security strategy in place. This is why you keep seeing attacks in the news because you think you are secure, you buy these firewalls, but in fact they can be easily bypassed and so forth. All these concepts around zero trust, to stop phishing, to stop malicious credential stuffing, and lateral movement are going to be critical, more than ever. Hopefully, the government will set some standards to regulate the minimum amount of security that you can have to be in the metaverse. We also would try to have our influence with the government to set those guidelines.”

# CADYCE ENABLES THE PROWESS OF WIRED INTERNET CONNECTIVITY



Compact laptops have become the need of the hour. Due to this trend, laptops are losing on some ports, and one of them is Gigabit Ethernet. Though we live in a wireless world with WiFi by our side, wired internet connectivity is a boon, especially for huge enterprises. To help with this requirement, Cadyce has come up with a dual USB-C docking station with Gigabit Ethernet called CA-DUCDG.

This gadget is astounding in every form as it offers an array of other ports too. With Thunderbolt 3 compatibility, this aesthetic docking station comes with dual USB-C connectors that make plugging easy. The reason being the reversible technology with which users don't have to worry about the 'right' side to mount the device. Alongside this, CA-DUCDG also has a USB-C Power Delivery port with exhilarating support of up to 100W. This port is so efficient that it helps in fueling the laptop.

Apart from this, you get enthralling display standards, thanks to the HDMI port. This port supports a resolution up to 4K x 2K@30Hz, which serves clear, realistic, and non-pixelated images at your comfort. Additionally, it sports two screen modes – extend and mirror for added productivity.

With this, users will also find the predominance of USB 3.0 that exhibits 5Gbps data transfer speed and fuels mobile devices at a super-fast speed. With two ports, users can charge their device on one and connect peripherals like mouse, keyboard, and hard drive to other. Amid this, the most imperative feature is the accessibility to wired internet. Enjoy stable internet speed with Gigabit LAN speed of 10, 100, or 1000Mbps.

“We know that enterprises rely on wired internet connectivity and unfortunately Ethernet port is missing in many laptops. With this thought in mind, we designed CA-DUCDG for seamless connectivity. To serve more ease, we came up with USB-C connectors because this technology dominates all the laptops. With reversible technology, it has eliminated a grave problem of plugging and ascertaining the right side of the connector,” adds the member of the Cadyce team. They further cite, “we always strive for the betterment of our consumers and to do so, we offer user-friendly solutions like plug-and-play. The same functionality has been embedded in CA-DUCDG to bypass the lengthy installation processes. Besides, it exhibits compatibility with operating systems like Mac, Windows and has slots for Micro SD/ SD cards offering support up to 2 TB.”



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## Ravi Kumar S to join Cognizant

Former Infosys President Ravi Kumar S will be joining Cognizant next year as President of Cognizant Americas. Ravi Kumar S had resigned from Infosys last week. It is reportedly said that Ravi Kumar's appointment as President could be a precursor to becoming Cognizant CEO in the future.

He was formerly the company's Deputy COO, and at the time of his resignation, led the Infosys Global Services Organization across all industry segments and drove digital transformation, consulting, traditional technology, engineering, data and analytics, cloud and infra services.

Ravi Kumar has over 20 years of experience in the consulting, process and technology transformation space. Cognizant also announced the appointment of Prasad Sankaran as the new head of the Software & Platform Engineering practice area. Ravi Kumar wrote in a LinkedIn post, "During these 20 years, I was blessed to work with wonderful people, great leaders, an extraordinary mix of experiences, running a diverse set of roles globally, imbibed a lifelong learning culture and enjoyed the entrepreneurial spirit of this wonderful platform Infosys. I'm deeply indebted and very grateful to everyone involved in my journey."



## UiPath names Lee Hawksley as its Senior VP and MD of APJ region

UiPath has announced that Lee Hawksley has joined the Company as Senior Vice President and Managing Director of Asia Pacific and Japan, effective November 2022. A seasoned executive with more than 20 years of experience in leadership and senior management roles in the technology industry across all of Asia, Hawksley has a track record in leading hyper-growth sales, go-to-market operations, and developing new

markets. He will report directly to UiPath Chief Business Officer Chris Weber.

Hawksley most recently served as Senior Vice President and General Manager for Asia Pacific Japan at Twilio, Inc. Prior to that, he was Executive Vice President of Sales at Salesforce, having joined Salesforce by way of the acquisition of ExactTarget in June 2013. Prior to joining ExactTarget, Hawksley was a founder and key driver of two international software businesses – Esker Software and FortyTwo International – the former listing on the French secondary market, Nouveau Marche, and the latter listing on the ASX via Bluefreeway.



## Commvault names Balaji Rao as Area Vice President for India & SAARC

Commvault has announced the appointment of Balaji Rao as the Area Vice President for India & SAARC. Balaji joins the company with deep experience in global sales operations and team leadership and will be responsible for accelerating growth and driving sales execution excellence and expanding market share in India & SAARC.

Balaji brings over 25 years of experience in the industry and worked across prominent enterprises like Veritas, VMware, HPE, and most recently, in the cyber security sector.

## Lenovo India names Sumati Sahgal as Head of Tablets and Smart Devices

Lenovo has appointed Sumati Sahgal as the Head of Tablets and Smart Devices for Lenovo India. Based in Mumbai, she will spearhead the functions across smart devices, and commercial and consumer tablet segment. Sumati brings in over 18 years of professional work experience across multiple domains.

In her last assignment with Lenovo, Sumati has been leading the Consumer VAS (Visuals, Accessories, and Services) business for the last 2 years. Prior to this, she successfully headed the regional operations for West for the Consumer portfolio. Prior to Lenovo, Sumati has also worked in diverse sales and marketing roles across telecom (Airtel) and banking (HSBC) sectors.



## JS Deepak joins Bharti as Group Director for Policy & International Strategy

Former secretary at the Department of Telecommunications (DoT) JS Deepak has joined Bharti as Group Director for Policy and International Strategy. JS Deepak will be leading the team of corporate affairs and public policy at the corporate office.

According to information circulated internally, "JS Deepak has joined us as Group Director – International Strategy & Public Policy, reporting to the Chairman. The team of corporate affairs and public policy at the corporate office will report to him."

After Deepak's tenure as DoT secretary ended abruptly in 2017, he was shifted to the commerce ministry and he assumed the position of Ambassador of India to the WTO in the same year.

Deepak superannuated in 2018 but his tenure at the WTO came to a close in May, 2020. From March 2021, he was serving as a senior advisor to STL and as a Distinguished Fellow in the Oxford Research Foundation, both in part time capacities.



## Spice Money appoints Usha Murali as its Chief Compliance & Risk Officer

Spice Money has appointed Usha Murali as Chief Compliance & Risk Officer (CCRO). Her appointment aims to strengthen the company's regulatory compliance framework and become the country's most trusted rural fintech player. Usha will be working closely with the management and the Board of Directors to ensure that the organization continues to adhere to regulations, assess and mitigate significant competitive, regulatory and technological threats to the organization.

Usha Murali is an industry veteran with three decades of experience in banking and financial services. She has successfully led small and large teams in traditional, contemporary and modern fintech banking setups. Her core competencies include the design, implementation and monitoring of internal control frameworks in the areas of risk, compliance and audit. She is a Certified Associate of the Indian Institute of Bankers and an IIM Bangalore alumna.



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